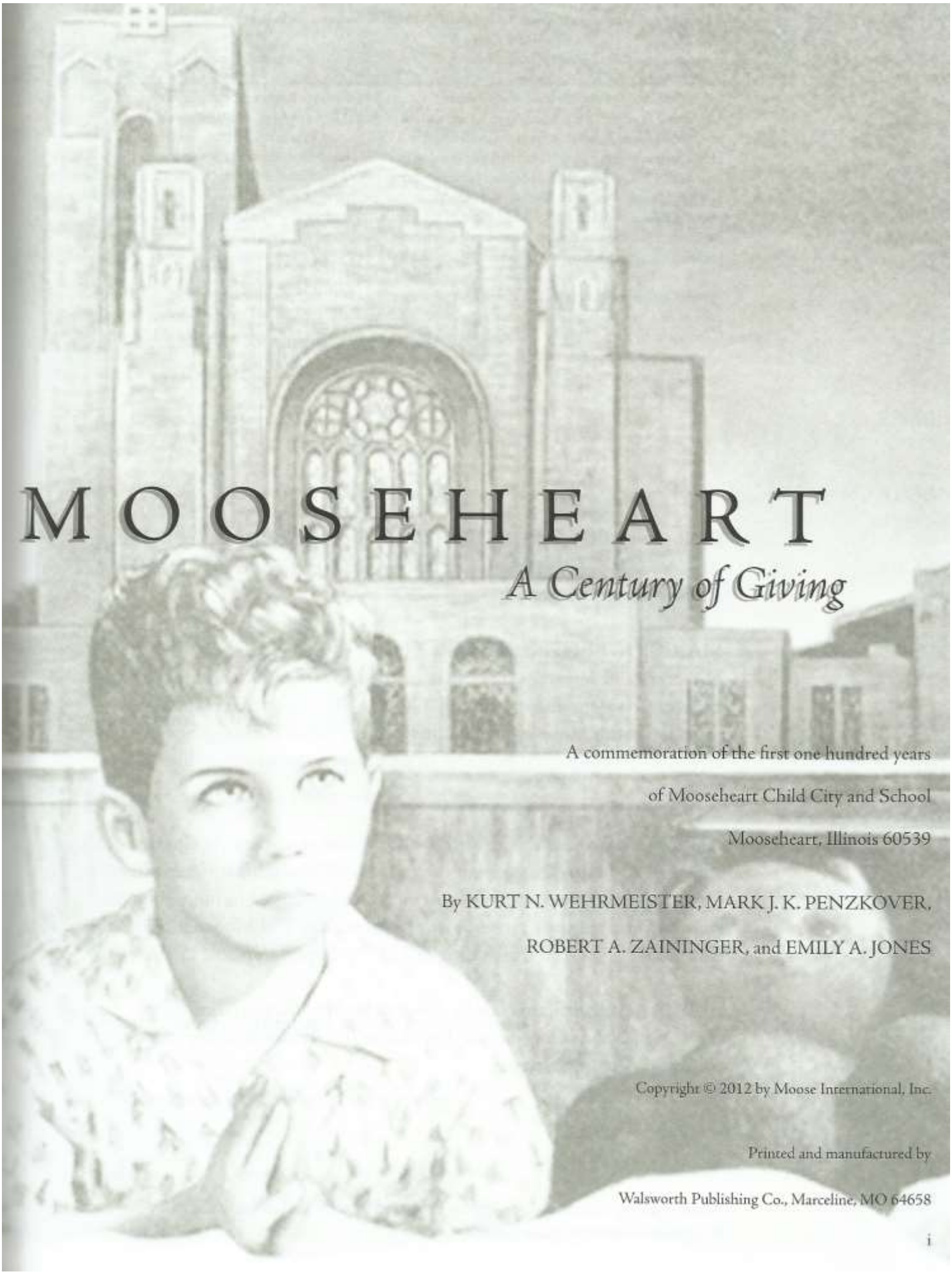
# MOOSEHEART

*A Century of Giving*



# MOOSEHEART

## *A Century of Giving*

A commemoration of the first one hundred years

of Mooseheart Child City and School

Mooseheart, Illinois 60539

By KURT N. WEHRMEISTER, MARK J. K. PENZKOVER,

ROBERT A. ZAININGER, and EMILY A. JONES

Copyright © 2012 by Moose International, Inc.

Printed and manufactured by

Walsworth Publishing Co., Marceline, MO 64658

**The Story of Mooseheart's "Little Curlyhead" (Front Cover and Title Page)**

The concept of Mooseheart's "Little Curlyhead" began in 1969, when a ballad entitled "Just a Little Curlyhead" was written for the Moose fraternity by organist Al Melgard and vocalist Hal Young, both members of the Loyal Order of Moose. Melgard (for 40 years the master of the huge Barton pipe organ at Chicago Stadium) and Young (a singer/actor who served as Mooseheart's choral director from 1951-1969) debuted the song at the International Moose Convention in Chicago in 1950. It told the story of a young "curlyheaded" orphan boy at Mooseheart, being tucked into bed one evening by one of his "Moose daddies." It was a huge hit, and the next year, 1951, as Young and Melgard performed the song on the Convention stage, seven-year-old Douglas Fordyce appeared as "Little Curlyhead". The song, and the "Little Curlyhead" concept became so immediately popular that, through the 1950s and most of the 1960s, there was always a preschool or primary-age boy designated as Mooseheart's resident "Little Curlyhead". Young and Melgard would, more often than not, perform the song with the then-current "Curlyhead" at every year's International Convention.

"Little Curlyhead" was subsequently immortalized in 1963 in the oil painting reproduced on the cover and title page of this book. The painting was commissioned for use during the Loyal Order of Moose "Nine O'Clock Ceremony," by then-Director of Membership Herbert W. Heilman, in time for Mooseheart's 50th anniversary. Modeling was that year's "Little Curlyhead," five-year-old Patrick Pierce. This view, with the House of God outside the window, was an update of a 1938 painting, in which the Campanile tower is depicted outside the window.

KURT N. WEHRMEISTER is Director of Communications & Public Affairs for Moose International, Inc. He has served as Managing Editor of *Moose* Magazine since 1991.

MARK J. K. PENZKOVER is a member of the Mooseheart Board of Directors and served as Chairman of the Mooseheart Centennial Committee. He was president and valedictorian of the Mooseheart Class of 1984 and a member of the Mooseheart Chapter of the National Honor Society. He is a civil and environmental engineer in private practice in suburban Milwaukee, Wisconsin.

ROBERT A. ZAININGER, this book's chief researcher, is Curator of the Museum of Moose History on the campus of Mooseheart Child City & School. A 1965 graduate of Mooseheart, he has served in numerous teaching, coaching and administrative posts at Mooseheart and Moose International continually since 1969, including as Interim Superintendent in 1980-81.

EMILY A. JONES, this book's designer and production director, is Communications Coordinator for Moose International and an Associate Editor of *Moose* Magazine.

This book's typeface is Adobe Jenson Pro, used in various Roman, Italic and boldface forms. It is printed on 80-lb. gloss paper.

# CONTENTS

## *A Century of Giving*


| | |
|---|---|
| Introduction: Twelve Thousand Lives, Made Better | 1-2 |
| 1906-1913: An Idea Born of Nightmares | 3-8 |
| 1913-1923: Creating a Community From Scratch | 9-22 |
| 1923-1933: Coming Into Its Own | 23-30 |
| 1933-1943: A Depression, Then a War | 31-38 |
| 1943-1953: Realizing Postponed Dreams | 39-44 |
| 1953-1963: Seeking Control In a Less Innocent World | 45-50 |
| 1963-1973: Shifting With Society | 51-58 |
| 1973-1983: Accommodating Different Tragedies | 59-62 |
| 1983-1993: Starting to Build Anew | 63-66 |
| 1993-2003: A New Model of Care, and Financial Stress | 67-76 |
| 2003-2013: Reaching a Milestone Under Full Stride | 77-88 |
| 2013- : Looking Forward with Confidence | 89-90 |
| Mooseheart Board of Directors | 91 |

# INTRODUCTION

## *Twelve Thousand Lives, Made Better*

**"Let the little children come to me. Do not keep them away. For they are like the kingdom of Heaven. God Bless Mooseheart. Amen."**

Unknown to the Mooseheart children, at the same time they kneel at their beds to say their evening prayers, the men and women of the Moose, when gathered together in friendship at the lodge or elsewhere, collectively face towards Mooseheart, fold their arms, bow their heads, and join the children in silent prayer. Then, following nine chimes of a bell, the words above are spoken aloud in prayer by these caring men and women to close out the solemn Nine O'Clock Ceremony.

Special would be an acceptable adjective to describe an organization whose members collectively pray for the well-being of children. But the remarkable Loyal Order of Moose has done so much more - putting their thoughts and prayers into action. Their tireless work, fundraising, devotion, caring, love and support made possible the founding and a century of continued operation of Mooseheart Child City & School, which has been home to nearly 12,000 children, ranging in age from infancy through high school. This wonderful gift to children in need truly deserves a place near the top of the list of extraordinary philanthropic endeavors. Even more remarkable is that the gift of Mooseheart was bestowed on humanity not for publicity, praise or fame; but rather, was motivated only by the desire to help children in need.

These 12,000 children arrived at Mooseheart's gates throughout the past 100 years not out of choice, but rather due to some terrible tragedy or unfortunate family difficulty. Some of the children stayed only a brief time, while for others, Mooseheart became the only home they ever knew. As can be expected, upon entering Mooseheart, most of these children required a little time to adjust to their new home. But, eventually, most of the children did adjust and became part of a much larger, truly unique, family - one that consisted of hundreds of brothers and sisters, many of which experienced similar circumstances prior to their arrival.

Mooseheart not only became their home, but also provided them with an excellent education, trained them in a vocation, provided opportunities for a wide variety of extra-curricular activities, attended to their religious upbringing, and prepared them to enter society as well-rounded citizens. At whatever age they arrived, by their senior year it typically occurred to the children, now young adults, that their time in this beautiful place is fleeting and they're coming to realize just how fortunate they are to have spent the last four years, or eight, or twelve or even sixteen years, here - instead of where, and how, they might have spent that same time, had they NOT come here.

But . . . it isn't until Commencement Day that the students are hit full force. Whether the senior class is as small as 5 or as large as 150, there's no closer, tighter group of young adults in this world. As they walk by pairs into the packed Fieldhouse, with sometimes as many as 4,000 people in attendance, a fury of emotions rush through their bodies. Their younger Mooseheart brothers and sisters are there of course (with tears in their eyes), as are their teachers, coaches and family teachers. Most of the graduates have at least some natural family in attendance as well - maybe a parent, maybe grandparents, or older brothers or sisters.

But, the rest of the crowd is made up of men and women, many in fraternal blazers, who have come literally from all over North America, even a few from Great Britain.

They are the men and women of the Moose fraternity, an Order that truly cares for children in need. They have come in pilgrimage, as they have every late-spring for nearly a century, to Mooseheart, the Child City, to see the end product of their efforts. They are the ones who have made this beautiful place possible - and who have gladly sacrificed to bring hope, and a bright future, to more than twelve thousand lives over the course of that century; lives that otherwise might have had very little of either.

It is the men and women of the Moose, past and present, to whom this commemorative volume is dedicated - for the Century of Giving they have made possible with their collective work, sweat and compassion.

The children, and the men and women who have loved them with unfailing devotion for a century . . . this is their story.

## Mooseheart Centennial Committee

### 2007 - 2012

| | |
|---|---|
| *Mark J.K. Penzkover* | *Committee Chairman; Member, Mooseheart Board of Directors* |
| *Eugene Huggins, PSG* | *Pilgrim Councilman* |
| *Stacy Herrmann* | *Secretary* |
| *Scott Hart* | *Executive Director, Mooseheart Child City and School* |
| *Thomas Hatcher, PSG* | *Chairman, Mooseheart Board of Directors* |
| *William B. Airey, PSG* | *Director General, Moose International* |
| *Barbara McPherson* | *Grand Chancellor, Women of the Moose* |
| *Gary Urwiler* | *Superintendent of Education, Mooseheart School* |
| *Joseph Koons* | *Supreme Prelate, Loyal Order of Moose* |
| *Sandra Richards, PGR* | *Mooseheart Board of Directors* |
| *Shawn Baile* | *Director of Membership, Moose International* |
| *Darrell O'Brien* | *Director of Lodge Operations, Moose International* |
| *Charlie Palochko, PSG* | *Director of Business Operations, Moose International* |
| *Kurt Wehrmeister* | *Director, Communications & Public Affairs, Moose International* |

# 1906-1913

## *An Idea Born of Nightmares*

John Jacob Henry Wilson founded the Loyal Order of Moose basically as a social organization, with a small group of men in his parlor in Louisville, Kentucky, on April 12, 1888. The organization actually spread into a few other neighboring states, but in the fall of 1906, without a unifying purpose, and just two Lodges and 280 members, it was rapidly heading toward extinction.

James J. Davis, a 33-year-old government official from Elwood, Indiana, was invited to attend a Convention of the struggling Loyal Order of Moose, held in Crawfordsville, Indiana on Oct. 27, 1906. Davis related to the group his idea of building a fraternal membership large enough to support a City of Children that would take in the widows and children of male members who died prematurely or became disabled. Davis was enrolled as a member that night and given the authority to proceed with his vision. By July 1913, less than seven years later, Davis and a group of carefully selected lieutenants had grown the Moose to more than 400,000 men.

**James J. Davis was not the founder of the Loyal Order of Moose**, but he might as well have been.

Technically, the originator of the Moose fraternity was one John Jacob Henry Wilson, from Louisville, Kentucky. We don't know a huge amount about him for certain. But from all the brief and rather vague accounts from early Moose literature and several-generations-removed descendants, we gather that he was a friendly and extroverted fellow. He also may or may not have had a medical or a dental degree, and may have earned his primary living as a marketer of pre-Food-and-Drug-Act patent medicines. What we know for sure is that on April 12, 1888, he formalized a group of like-minded men into a purely social fraternity called the Loyal Order of Moose. In that era of happy joiners, the organization actually spread rather swiftly into a few neighboring states, including Indiana, Ohio and Missouri.

Although some attempts were apparently made at providing death and disability benefits, it lacked much organizational structure and a real purpose beyond the social aspect. The little fraternity fell into disarray and was on the verge of fading into obscurity in late-October 1906,

Rodney Brandon, a 25-year-old newspaperman and part-time insurance salesman from Anderson, Indiana, presumably met Jim Davis on or shortly before the day that Brandon joined the Moose on Dec. 17, 1906. The outgoing, rough-hewn Davis saw talent in the studious, more introspective and intellectual Brandon, and arranged for him to become the first fulltime Supreme Secretary of the Order. For seven years, while Davis tirelessly rode the rails organizing Lodge after Lodge, Brandon ran the office in Anderson and kept the wildly growing fraternity organized. He also set out its philosophy in plainspoken but eloquent language as the first editor of what came to be known as *Moose* Magazine. He found and negotiated the purchase of the 1,000 acres that would become Mooseheart, and earned so much respect among his new Moose colleagues that he was chosen to create and operate the fraternity's City of Children as its first Superintendent.

when, with just 246 members remaining, in two Indiana Lodges, it gathered for a "Convention" in Crawfordsville, northwest of Indianapolis. Two of its officers, Ed Barr of Crawfordsville and Morey Dunlap of Anderson, knew of a dynamic young man who was serving as Recorder of Madison County in Elwood, roughly 75 miles east of Crawfordsville. And early that month, they invited him to their Crawfordsville meeting, set for the weekend of Oct. 26-28.

James J. Davis was, at 32, a restlessly busy man already on his third career. An immigrant from Wales at the age of eight in 1881, he had worked as a teen in the western Pennsylvania steel mills, then had traveled across the Southeast as a full-time steelworkers' union organizer before arriving in Elwood in 1893 to work in a local tin-plating mill. With no formal schooling beyond age 11, he had trained himself in law and accountancy well enough to get himself elected Elwood city clerk in 1898 and Madison County Recorder in 1902. He also became involved in the Eagles fraternal order in Indiana, which is where he met Barr, who first told him of the Moose and its troubles.

For weeks afterward, Davis mulled on what his friend from Crawfordsville had said. This tiny, direction-less Moose organization, he realized, was a clean slate; a platform from which he might build something great and worthwhile.

For years, boyhood memories from Pennsylvania had haunted him—memories of having to deliver telegrams to homes whose breadwinner had been killed in an accident in the steel mill or coal mine. They were messages of looming disaster, as it meant the dead man's wife and children, suddenly with no income, and no insurance or "safety net" of any sort, would soon be separated and scattered in destitution. He thought: Why couldn't a fraternal order, if large and enthusiastic enough, build a "happy city of children" in which, in return for reasonable annual dues, a member could know that his widow and orphan could live in modest but dignified comfort, and the children would be schooled and trained in a vocation, if any calamity were to befall him. It was with these thoughts that Davis decided to attend that Moose meeting in Crawfordsville, arriving on Saturday, Oct. 27, 1906.

Davis had a proposition for them: For a commission of one dollar per new member, he would assemble a team of salesmen of fraternalism, and grow the Moose Order into something much greater. He proposed the pooling of resources to enable payments of what were called

**During the International Moose Convention in Cincinnati, July 1913, the Supreme Council of the Loyal Order of Moose had appointed the Board of Governors, which consisted of these six men, plus Davis. This Board had entire charge of everything pertaining to Mooseheart "The Child City."**

"sick and death benefits" – essentially, the precursors of modern health and life insurance, which were the staple of many other fraternal orders.

That was perhaps predictable, but he was thinking of something much more. With enough members and resources, he said, the Moose fraternity could ultimately build that "happy city of children" which, at that point, lived only inside his mind. Whether that year's outgoing Supreme Dictator O.W. Edmunds (the title of the Moose order's presiding officer wasn't changed to "Supreme Governor" until 1940), and his colleagues fully bought into Davis's ultimate plan is impossible to know. But at the very least, they must have figured they had nothing to lose, and shook hands with this ambitious young man. He was given the title Supreme Organizer, and was enrolled into the Order that night—his 33rd birthday. The confluence of the two events – his birthday, and what would also be the date from which the birth of the modern Moose fraternity could be pinpointed – would soon, and forever after, mark October 27 as Mooseheart Founder's Day within the Moose fraternity.

So while that evening was likely celebrated with hopeful toasts and hearty backslaps, in the days and weeks that followed, it was time to get busy. It was at Anderson, Indiana—a small city of 21,000 then known for natural-gas production—where, at a new Moose Lodge, a 25-year-old local newspaper editor (and part-time insurance salesman) named Rodney Howe Brandon, met Jim Davis, as he was enrolled as Charter Dictator with 70 other charter members, on Dec. 17, 1906.

Jim Davis and Rodney Brandon were highly dissimilar men who would forge an unlikely and fascinating partnership. Davis was full of street-smarts; a charismatic, plainspoken salesman who trusted his gut instincts implicitly and "flew by the seat of his pants" to a great degree. Brandon, eight years younger, was quiet, unassuming, analytical and articulate; much more an intellect. Davis' formal education ended at fifth grade; Brandon went through three years at Indiana University.

By all accounts, including modern-day observations of each man's daughter, the two men never became close personal friends in all the 41 years they would know each other. It was their mutual professional respect, and the full exercise of their very different abilities, that largely created the modern Moose order, then the Child City of Mooseheart, and later in 1922, the retirement community of Moosehaven, all out of essentially nothing but raw land—and the power of ideas and hard work.

Early in the new year of 1907, Brandon rented and set up an office in Anderson as the new Supreme Secretary of the Loyal Order of Moose, while Davis took to the road and the rails, tirelessly crisscrossing the continent for the next six-and-a-half years. By one account, of the 365 nights in the year 1911 alone, Davis spent 311 of those nights in Pullman train cars! Week after week, he would go into town after town, meet the local officials, and post notices to gather meetings of 50 or more men, sign them up and institute new Moose Lodges. He did this wholly on the strength of his own personality, his powers of verbal persuasion and salesmanship, and his concept of security for that man's family – including a City of Children for his offspring if he couldn't be there to provide for them. Meanwhile, back in Anderson, Brandon received the daily dispatches from Davis and his half-dozen or so lieutenants. Day after day, he banked the cash and entered the dozens and dozens of new Lodges, and hundreds upon hundreds of new members of this wildly mushrooming fraternity into the ledger books.

By summer 1908 the Moose had some 12,000 members, according to the announcement at that year's Convention in Uniontown, Pennsylvania – a meeting that ratified a new Constitution and set of General Laws that created the Supreme Council. By the 1909 Convention in St. Paul, Minnesota, that 12,000 had grown to 31,000. At the 1910 Convention in Baltimore, that number had tripled to more than 100,000! And in one more year, the 1911 Convention in Detroit heard the report of a doubling again, to more than 200,000!

By the 1912 meeting in Kansas City, the membership totals were nearing 400,000 men in more than a thousand Lodges – and, for the first time, it was an International Convention, with the first Canadian Lodge having been instituted north of the border, in Toronto, on June 20, 1912. The Moose would add its presence in the British protectorate of Bermuda in 1917, and in the United Kingdom itself with the founding of the Grand Lodge of Great Britain in 1926.

At the 1912 Moose Convention in Kansas City, Jim Davis was rewarded with an upgraded title – becoming the fraternity's first Director General. The men of the Supreme Council had realized the previous fall, that the foundation was strong enough and the resources were now sufficient to make Davis's dream of a City of Children start to come true.

"Moose Institute" was the term first used by the fraternity's leadership to put a name to Davis's dream. A Moose Institute Board of Trustees was appointed by the Supreme Council, and this group set out to visit several centrally located Midwest communities throughout 1911 and 1912 to hear proposals on a site. What the growing Moose order was seeking to build was highly desirable to many small and mid-sized communities, and several towns offered attractive cash incentives. At one point in early 1912, the feeling was apparently very strong to

accept a civic gift of 1,000 acres at an attractively discounted price, from the fraternity's Indiana headquarters city of Anderson. However, the trustees finally decided to choose a site based solely on its quality of soil for farming, adjacency to a railroad and river, and proximity to a large city.

By early fall 1912, Rodney Brandon and a Supreme Council committee focused in on six sites in Ohio, Illinois and Indiana, including three in the Chicago area – north in Waukegan, on Lake Michigan; in Elgin, northwest of Chicago; and an available combination of sites, just north of Aurora, 40 miles straight west of Chicago.

This latter tract consisted of two parcels: the 750-acre Brookline family farm and its buildings near the western bank of the Fox River (which was adjacent to two rail lines), plus adjacent acreage to the west and north owned by two other families . . . for a total of 1,023 acres.

In a joint meeting of the Supreme Council and the Moose Institute Trustees, held in a Chicago hotel on Dec. 14, 1912, the site near Aurora, Illinois was selected.

Negotiations with all parties took place in January and February 1913, with the final purchase price totaling $264,000 – a little less than $260 per acre – and with possession to be taken on March 1.

On Feb. 1, 1913, at another joint meeting of the Moose Institute Trustees and the Supreme Council, it was Trustee John Lentz, a Congressman from Ohio, who stood up to propose that the Institute go by the single-word name Mooseheart. "This will always be the place," Lentz said, "where the Moose fraternity will collectively pour out its heart, its devotion and sustenance, to the children of its members in need." The vote to approve the name was unanimous.

In the announcement of the site decision and the name, in what was then named "Call of the Moose" magazine, Trustee E.J. Henning placed the best possible "spin" on the fact that the new Mooseheart would have very few facilities to start with. "We expect," he wrote, "that the potato patch will be our gymnasium, a cornfield our campus and a cow pasture our running track." Henning also noted in the same article that, "Someone must be found big enough, wise enough, charitable enough, and humane enough to take charge of building so great an enterprise."

As winter warmed into the spring and summer of 1913, the Institute Trustees – now renamed the Mooseheart Board of Governors, with Davis as its Chairman – decided they already had such a man. He had already been pressed into service for nearly two years as the Secretary/Treasurer of the Mooseheart Board, in addition to his duties as Supreme Secretary. The now 31-year-old Rodney Brandon was named the first Superintendent of Mooseheart.

July 27, 1913 was a stiflingly hot Sunday in the Fox River Valley, and while a huge white circus tent rented for the day from Ringling Bros. offered some relief from the blazing sun, it also reportedly seemed like a large canvas oven to many of those among the crowd of well over 10,000 who were present for Mooseheart's dedication ceremony.

That year's Supreme Dictator of the fraternity was Ralph Donges, a 38-year-old lawyer from Camden, New Jersey, who had been a legal aide to New Jersey Governor Woodrow Wilson. That same Wilson, just four months earlier, had been inaugurated President of the United States. It can be assumed that Donges had tried to get President Wilson to come out to speak at the dedication. Failing that, he had buttonholed new Vice President Thomas Marshall of Indiana. Marshall had agreed to do it only reluctantly. "I detest orphanages," he had told Donges, "and I won't help you lay the cornerstone for another one."

Marshall was referring to the dreary big-city warehouses of abandoned children that were then too common in America, places that earned their income via donations from couples that would come to view children before selecting one to adopt.

"But it will never be that kind of orphanage," Donges insisted. "It will be a home and

Vice President Thomas Marshall didn't like "orphanages" and had to be armtwisted into making the appearance by Moose Supreme Dictator Ralph Donges. Donges assured Marshall that Mooseheart would "never be" one of the dreary urban warehouses of abandoned children that then were common in many U.S. cities. Marshall later said he was skeptical of the raw appearance of the place.

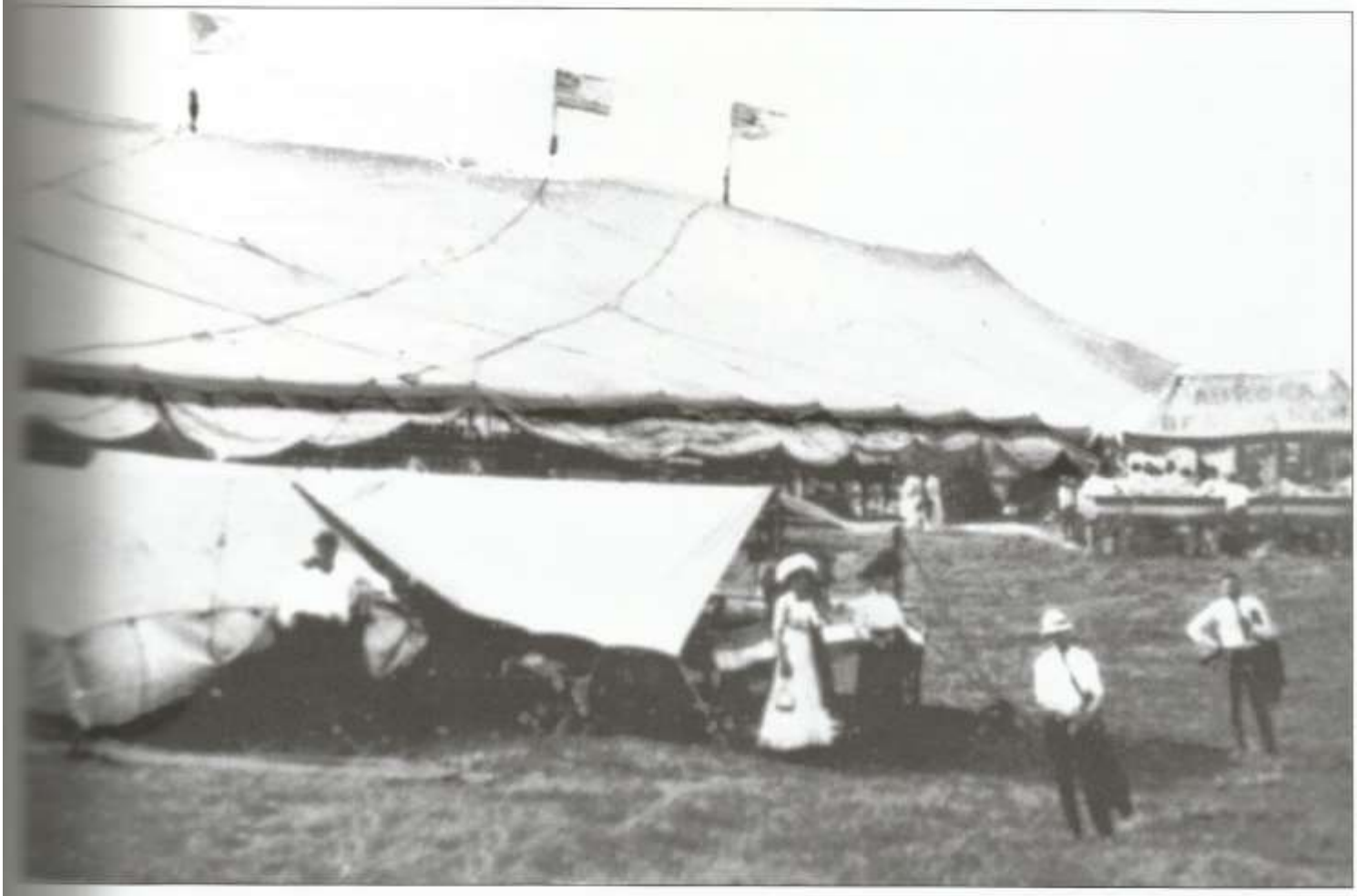
school for the children of our deceased members. Marshall had reluctantly agreed, but when he and Donges stepped off the train into the heat, Marshall was unimpressed. While there was a decent enough farmhouse near the road, which had become home to Brandon and his young family, there were only a few other ramshackle buildings. Inside the tent, there were also eleven well-scrubbed children, smiling self-consciously – ranging in age from 12-year-old Walter Thompson of Muscatine, Iowa, down to two-year-old Robert Lee of Wayne County, Indiana. Each wore a specially-lettered sash across his or her chest which read "First Children at Mooseheart."

Five years later in 1918, speaking at a considerably more developed Mooseheart, Marshall admitted he feared that day in '13 that the circus tent might have been darkly appropriate. "I felt," he said, "that it was only a circus performance and that when the tent went down, the show would be over."

But that afternoon of July 27, 1913, it was the old Indiana politician in the Vice President who was able to muster a hopeful tone as he declared "Thank God, here in this Middle West, on this most sacred day, humanity . . .has again reached out its hand in love and loyalty to the needy Brother, and has disclosed not only the right, but the duty, of this great Order to exist."

# 1913-1923

## *Creating a Community from Scratch*



**...from the time claim that some 10,000 -- mostly Moose members, plus curious residents of the area -- crammed into this huge bigtop circus tent on the south-central portion of the "campus," rented from Ringling Bros. for the occasion, on the stiflingly hot afternoon of Sunday, July 27, 1913. The dedication ceremonies for the ...Moose Institute -- dubbed "Mooseheart" just months before by Institute Board member Congressman John Lentz -- prominently featured the first 11 children who would live there. Keynoting the day's numerous speeches was that of the Vice President of the United States, Thomas Marshall.**

**Rodney Brandon had moved his family, and the headquarters office** of the fraternity, from Anderson to the Mooseheart campus by September 1913. He would, for the next five years, turn the Supreme Secretary's office over to William Trickett Giles of Baltimore to concentrate fully on his Mooseheart duties.

The task before Brandon was huge: With applications from families in need now coming in steadily, which swelled the student population from 11 to more than 50 during the 1913-14 school year, he had to essentially direct the construction of a brand-new village from scratch –water and sewer lines, streets, electricity and structures – while somehow simultaneously enrolling, housing, feeding and schooling the children.

Obviously he needed qualified help, and the Mooseheart Governors authorized him to find and hire it. One key hire, in October 1913, was Robert F. Havlik, a civil engineer from Detroit who had worked in the concrete industry. Havlik was placed in charge of details regarding water and sewer lines, electric service and heating – in addition to his primary area of expertise, that being the construction of concrete buildings. The late 19th and early 20th centuries had

***Rodney H. Brandon***
***Superintendent***
***1913-1916***

A view during the winter of 1914-15, looking north up Lincoln Highway (now Illinois Route 31) from the southeast edge of the campus on Mooseheart Road. The Loy
Hall boys' dormitory dominates, but the campus is still raw, sparse and largely treel

seen several highly publicized instances of fires in large public or semipublic buildings – the horror of the Triangle Shirtwaist Company fire, which killed 146 workers in New York City, had occurred just two years before Mooseheart opened. So the idea of "fireproof" buildings was highly attractive. Havlik formulated plans to build most early Mooseheart structures completely from non-flammable materials, concrete block load-bearing walls, exterior ornamental concrete cladding and stucco finishes indoors. All Mooseheart structures were to be built of this light-grey concrete block – made in an on-campus plant – until the mid-1920s.

Additionally, Brandon quickly rehired R.R. Luman – the man who had served as farm superintendent for the Brookline family on the larger original property — and Brookline farmhand E.T. Lane as "commissary steward." In addition, he gratefully accepted the volunteer assistance of J.A. Young, city forester for Aurora, Illinois, and a member of Aurora Moose Lodge.

Rodney Brandon knew he would have to essentially preoccupy himself with construction

Initially completed in 1914 as a dormitory to house roughly 130 boys, Loyalty Hall spent more than 30 years (from the mid- 1920s to 1956) as the Moose fraternity's corporate headquarters. It has since served as a lodging facility for Mooseheart guests, as a training facility, and most recently, as offices again, for Mooseheart's Residential Living operation.

Brandon had to supervise the creation of a small town from scratch, and all that that entailed: layout, design and construction of buildings, streets, sidewalks -- and underground heating, water and sewerage piping.

and public works projects, instead of education or child-care issues, for at least the first few years – so he had brought with him, from Indiana, a retired Protestant minister and educator, Dr. James Albert Rondthaler, who initially headed both academic and residential programs as Dean of Students – and served as Mooseheart's first Protestant Chaplain as well.

Rondthaler, an unusually vigorous 69-year-old man in 1913, was woefully short on textbooks and nearly every other sort of supplies during the first two school years . So, especially for the older students, he and three female teachers resorted largely to reading aloud to students from the several Chicago daily newspapers, and then discussing the subject matter.

Through the 'teens, construction was fast and furious with the building of the post office/ rail depot; the farm office; the powerhouse; a water/sewer system and rough macadam streets. In 1914, Loyalty Hall, initially housing 125 boys (it would be shifted to office use by the mid-1920s, serving as Supreme Lodge administrative headquarters until 1956 when the current Moose International headquarters building was completed); and Purity (later Minnesota), initially housing 45 girls – the first of the large "foursquare" residences later to be known as "state row" along what is now Moose Road.

**Thanks to lobbying from Rodney Brandon, the stretch of the Lincoln Highway north and south of the Mooseheart campus became one of Illinois' first stretches of rural roadway to be concrete-paved, in 1914. More than 1,000 Moose members volunteered with shovels and other equipment to help prepare the roadbed in June.**

And, a low, one-story structure (Mooseheart concrete, of course) was quickly built in 1914 as the Dining Hall, just west of the future location of the Campanile. All children and on-campus staff were to take their meals here until 1917. It was constructed halfway into the ground, for it was designed to ultimately become the basement of a much grander structure – Roosevelt Auditorium. Doubling as the Mooseheart Administration Building, comprised of four stories of offices (including the Superintendent's office), plus the General Store, Bank and Clothing Stores for both girls and boys, it would house 50,000 sq. ft. of space in all. Over the 86 years following its completion in 1919, it would serve as host to International Moose Conventions, concerts, graduation ceremonies, basketball games and more, including weekly Catholic and Protestant church services until 1950.

Brandon also helped orchestrate a significant bit of construction just off-campus, as well: In spring 1914, he worked with contacts in Illinois Governor Edward Dunne's administration to borrow enough road-building tools and equipment to be the first in the state to pour two

This three-story Victorian home, the main residence for the Brookline Farm which constituted the major portion of the Mooseheart property, stood near Lincoln Highway, roughly where the Moose International headquarters building has stood since 1956. It housed the campus' first Superintendent, Rodney H. Brandon, and his young family, from 1913 to the mid-1920s.

This modest, slate-roofed building is the oldest on Mooseheart's campus. Completed in late fall 1913, it has solely housed Mooseheart's U.S. Post Office since 1960 -- but it initially housed the campus Post Office, the train station for the southern spur of the Chicago & North Western Railway, and the office of Mooseheart Superintendent Rodney Brandon.

miles of concrete surface into the Lincoln Highway, the first transcontinental national highway, which stretched from New York west to California. Whether by luck or burgeoning Moose political connections, the Lincoln Highway was plotted to swing up from the base of Lake Michigan, to the west and north, right past Mooseheart's front gate and north to Geneva before heading west again. The Moose fraternity paid for the concrete, and supplied more than a thousand volunteer Moose-member laborers over a several-week period in June and July of '14. Technically, they weren't volunteers, as any man who worked on the road received a "Good Roads Campaign" certificate and one penny, funded by Mooseheart. Governor Dunne spoke at the roadbuilding ceremonies and threw the initial shovelful of earth.

Sadly, another Mooseheart landmark was begun in 1914: its Cemetery. At the end of April, four-year-old Rudy Lerstrom—who had been admitted from Beloit, WI Lodge 191 with a known heart condition—died, and was buried with a headstone in the far northwest area of the campus, in the wooded area just west of Mooseheart Lake near what is now Randall Road. Of the seven Mooseheart students, who died in the influenza epidemic of 1918-19, five are buried there, one with a mother. As of 2012, Mooseheart Cemetery is the final resting place of

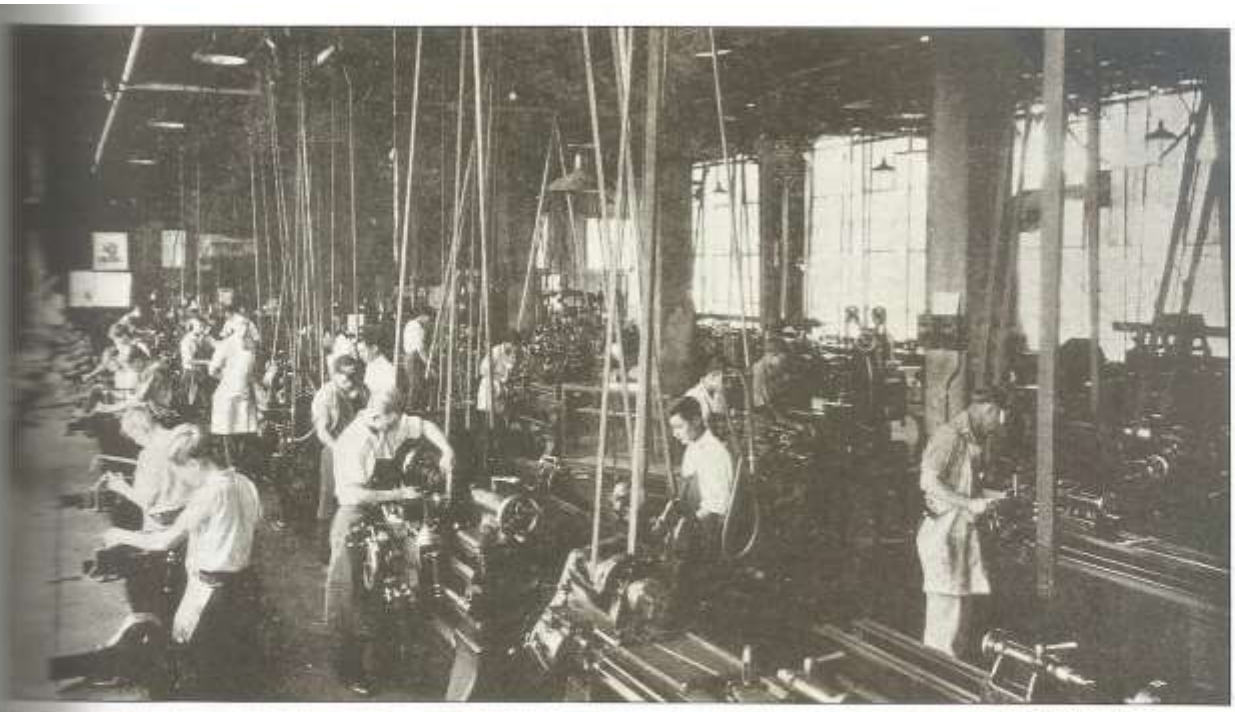
**Flanking Director General James J. Davis and a small girl, circa 1915, was Supreme Secretary William Trickett Giles (left) and Mooseheart Superintendent Rodney Brandon (right). The burro for Mooseheart's farm had evidently just recently arrived at the Mooseheart train depot – today, Mooseheart's Post Office.**

**As Mooseheart's population burgeoned through the late teens and early 1920s, large military-style tents were used to house older boys, even in winter. The best spin put on this in Moose literature of the time, with one reference to "hardy boys emerging from their tents smiling as they brush powdery snow from their ha**

63 souls, including the ashes of five persons. Among them is future Director General Herbert Heilman, Mooseheart Class of 1934, who died in 1994.

Virtually from the start, the small staff sought to implement one of Davis's driving philosophies, that **"Every child is entitled to a high school education, and a trade."** Mixing vocational training with academics was then an unusual educational innovation, one which was to be copied a few short years later by a brand-new Nebraska institution which came to be known as Boys Town. Indeed, it's documented that Boys Town's founder, Father Edward Flanagan, visited Brandon and Rondthaler at Mooseheart, several months before taking in his first boys in 1917!

After nearly seven intensely busy years of essentially building Mooseheart from scratch, Robert Havlik by 1920 would gradually shift into his duties as the campus's first fulltime director of vocational education. Well within its first decade, Mooseheart already offered numerous full courses of vocational training. For girls there was training in secretarial work,



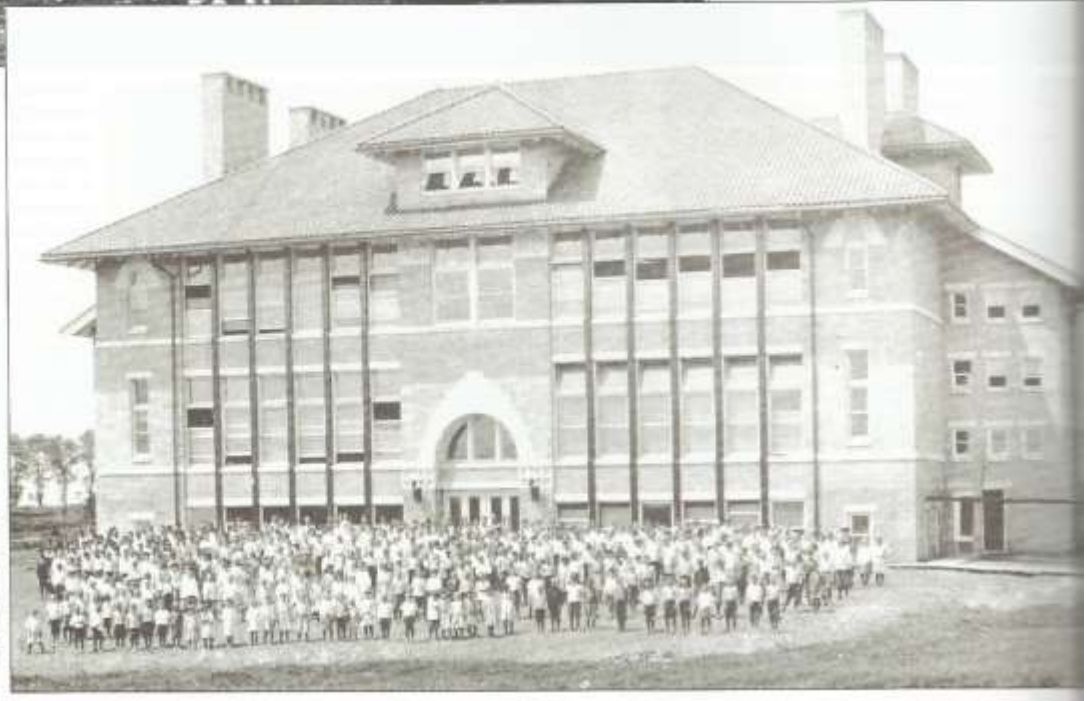
**The Mooseheart vocational program has always been an important component of the children's education. Pictured here, are Machine Shop and Tool Making (top) and Carpentry (bottom).**

tailoring and commercial cooking. For boys there was training in all aspects of crop and livestock farming, plus all of the building trades, along with mechanical drawing, sign painting, ornamental concrete, machine tools, and printing.

And for the boys who elected printing—as of late 1916, they had some big-time printing work on which to learn, when production of more than 400,000 monthly copies of "Mooseheart Magazine" (it would be renamed *Moose* Magazine in 1930) was moved from a plant in Anderson to the Mooseheart campus. For 12 years, until 1928 under the direction of Ernest M. Oswalt, older students in the printing vocation assisted in its makeup and presswork – along with publishing the digest-sized "Mooseheart Weekly" from 1918 to 1927.

Mooseheart had taken on much more of a "finished" look by its fifth anniversary in July 1918, with the newly paved Lincoln Highway running in front of it; it boasted a population of more than 500 students and some 78 buildings and, as noted previously, Vice President Thomas Marshall much more readily accepted another invitation to speak. He admitted his skepticism of five years before, and concluded "Thank God that today, I can stand before you and say that the age of miracles has not passed!"

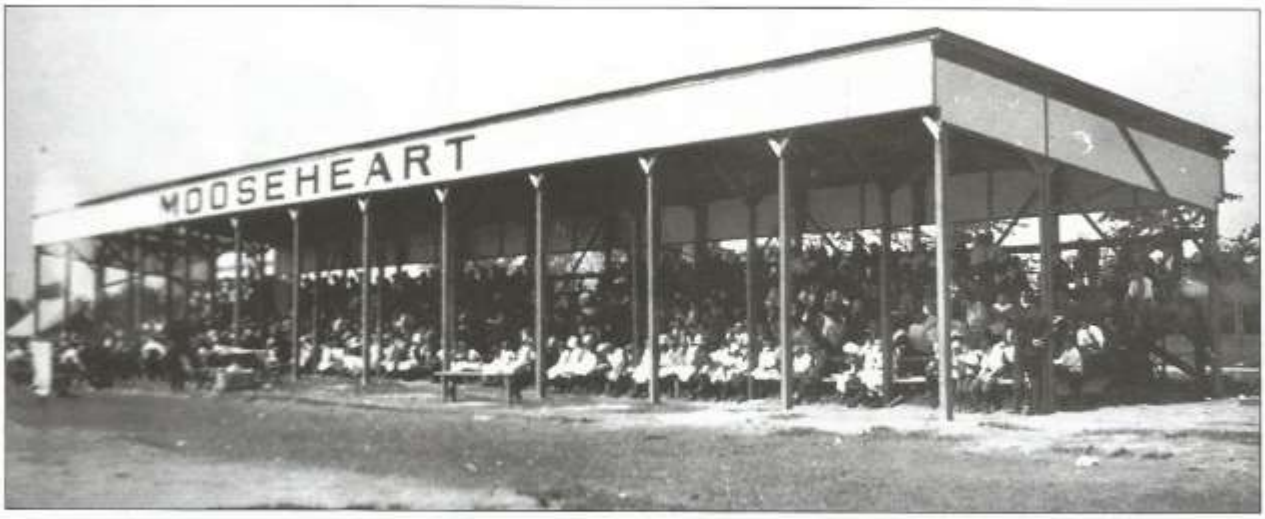
During the mid- to late-teens, several sturdy foursquare concrete residence halls were constructed of trademark Mooseheart Concrete Block and most of these are still in use as Mooseheart's Centennial approached. This one, originally dubbed "Purity Hall," is now named for the Minnesota Moose Association. Instead of housing up to 50 students as it did in 1915, it has long since been redesigned and configured inside for no more than 10 to 12 students.



Completed in time for Mooseheart's fifth anniversary in 1918, the "Grammar School" housed grades one through eight until Mooseheart's current school building was completed in 1954. After that it housed "Plant & Construction" offices.

As much as Mooseheart's academic and vocational prowess was swiftly developing, perhaps predictably, the campus gained its first major notoriety, at least in the Midwest, in the sports domain. In so doing, a legendary Mooseheart tradition was spawned that was to endure for a century. Benjamin Oswalt was the younger brother of Ernest, the above-noted printing and publishing manager. Both were raised in Anderson, Indiana and were acquaintances of Rodney Brandon. It was Ben who first came to Mooseheart to join Brandon's staff as Athletic Director in 1914.

Ben was just 24 and freshly graduated from the graduate-level coaching program at the University of Illinois. But, as he told *Moose* Magazine seven years later, when he arrived on Mooseheart's campus, "I found a farm and some small children, and felt sick." He explained that "the boys were in short pants and wouldn't be big enough to play football for three or four years." But he began to run them through conditioning and calisthenics—and indeed, running willing young boys through drills in football fundamentals from a young age became



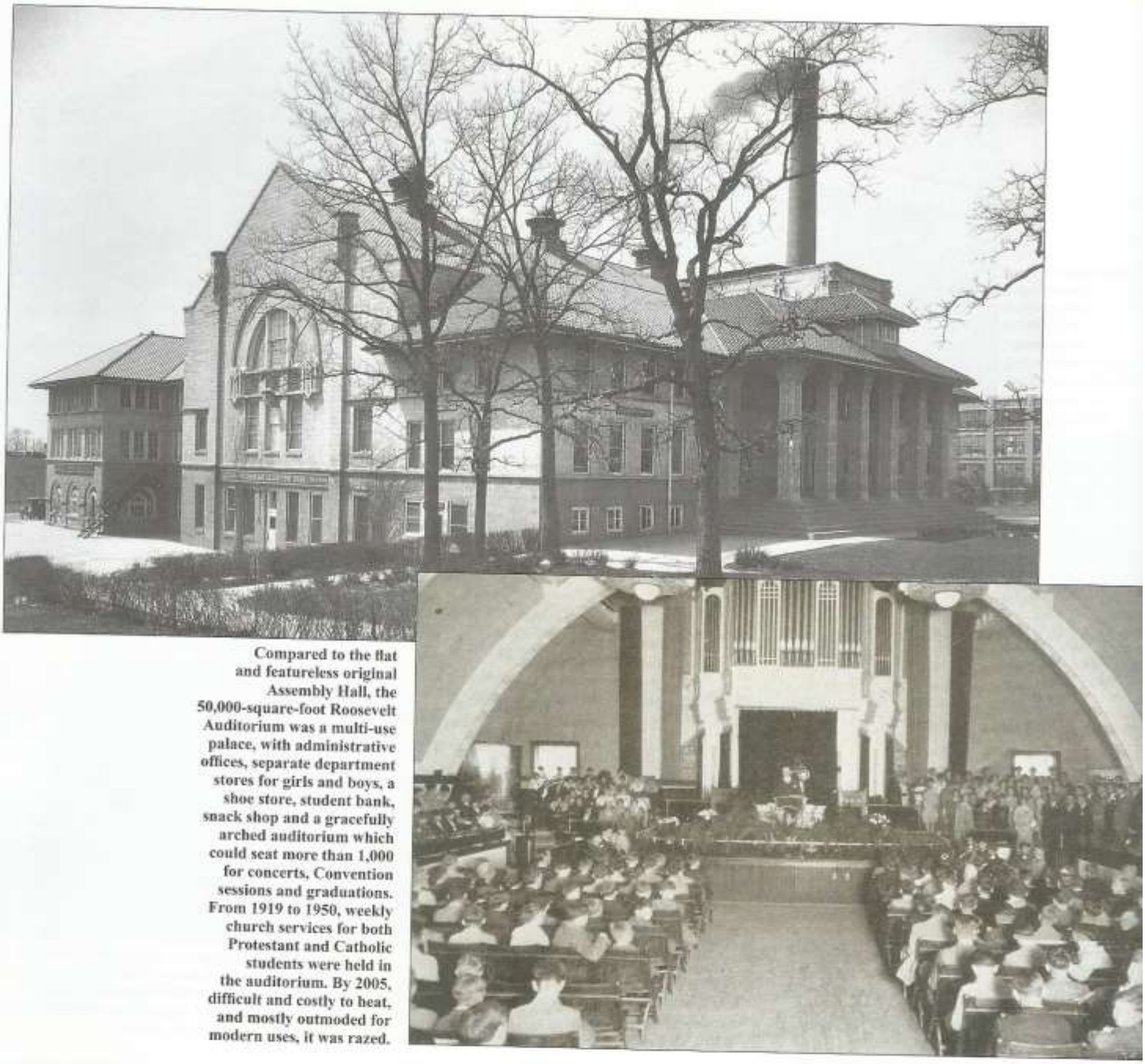

Before the existing Mooseheart Stadium was built in 1940, this shelter provided seating accommodations for Mooseheart football games.

Underneath the watchful eye of Coach Ben Oswalt (in suit), the offense of Mooseheart's first interscholastically competing football team goes through its drills (or perhaps just poses for the photographer). Centering the ball is Wayne Wallace, who was one of the five members of Mooseheart's first graduating class in 1919. Wayne Wallace, who became a professional engineer and president of the Illinois Moose Association, was instrumental in raising the funds and supervising the construction of the current football stadium in 1939-40. Wallace also served on the Mooseheart Board of Governors and, later in life, lived at Moosehaven until his death [illegible], at age 96.

a Mooseheart tradition that was to continue through the decades. At the beginning, the young coach did it because he had little else to work with as he tried to build a prep football program from scratch. But by the time those boys reached 9th through 12th grade, Oswalt's methods resulted in high school players of uncommon skills, experience and precision.

By the summer of 1917, there were just enough high-school age boys for a team, and Coach Oswalt scheduled just three games—all against much bigger schools. The opening game astounded everyone except perhaps the coach and players: a 52-0 shutout of Dixon (IL) High School, which a decade later would have an end named Ronald Reagan. The other two games were two identical 27-0 shutouts over high schools from Glen Ellyn and Rockford. The Mooseheart football program went on hiatus for 1918 with Coach Oswalt doing World War I service in the U.S. Army—but in 1919 the program just picked up steam, as Mooseheart went unbeaten and outscored its opponents 237-6! The 1920 team was even more intimidating—not getting scored upon all season amid 134-0 and 108-0 annihilations of two other much larger northern-Illinois high schools, Rochelle and Blue Island. Mooseheart did not lose its first game until 1921; by the mid-'20s local high-school teams no longer wanted to play

*Matthew P. Adams*
*Superintendent*
*1916-1927*



**Compared to the flat and featureless original Assembly Hall, the 50,000-square-foot Roosevelt Auditorium was a multi-use palace, with administrative offices, separate department stores for girls and boys, a shoe store, student bank, snack shop and a gracefully arched auditorium which could seat more than 1,000 for concerts, Convention sessions and graduations. From 1919 to 1950, weekly church services for both Protestant and Catholic students were held in the auditorium. By 2005, difficult and costly to heat, and mostly outmoded for modern uses, it was razed.**

Oswalt's team. So he began to barnstorm with them, swiftly earning the nickname "Ramblers" (first unofficially; then formally by the 1940s). He scrimmaged his team unofficially against Elgin College, even against Northwestern University's "B" team—and won! Oswalt was to coach Mooseheart for just its first eight seasons of football, to a record of 51-4; an astonishing winning percentage of .927. In early-fall 1926, the coach came down with what seemed a case of the flu; ten days later he was diagnosed with a rapidly advancing case of polio. He died on Oct. 8, at the age of just 36.

By 1918, the eastern half of the Mooseheart campus was swiftly taking on the look of a small town—with lawns, concrete-post streetlamps, and parkway trees; in front of nearly 80 buildings. A separate new school building, designed initially for first grade through high school classes, opened on April 1 with an academic and vocational faculty of 35 teachers; a student bank; barber shop; clothing store and tailor shop; shoe store and shoe-repair shop.

On June 24, 1919, with graduation ceremonies hosted in the brand-new, arch-ceilinged

**A single Moose Lodge, the 40,000-member Philadelphia No. 54, raised the money to construct Mooseheart Hospital, which housed health and dental services for students and staff until 1973. After that, the building was used for NJROTC classes and other student-services and offices until it was torn down in 2010.**

Roosevelt Auditorium (so named for Theodore Roosevelt, who had died earlier that year, less than two years after being sponsored into the Moose by Davis personally at the 1917 Convention in Pittsburgh), Mooseheart produced its first high-school graduating class—five young men: William Grant, Lawrence Hower, Albert Patterson, Harold Taylor and W. Wayne Wallace.

Shortly after that first graduation, James J. Davis created the Mooseheart Alumni Association, consisting initially of the 1919 graduates and certain members of the Loyal Order of Moose, with the purpose of "keeping the members in as close touch with each other as possible". Since its creation, the Alumni Association has contributed greatly towards the needs of their former home and their younger Mooseheart "brothers and sisters".

Wallace would become easily the most prominent of these first five alumni—in Moose circles, certainly. He took advantage of his Moose scholarship as he earned a degree in civil engineering from the University of Illinois. Ultimately, through the middle decades of the 20th century, he became very successful and prominent nationally as a designer in the field of concrete construction. In so doing, however, he never forgot his alma mater. Nor did he ever forget to give to it—perhaps more generously than any other alumnus. In 1939-40, Wallace would serve as President of the Illinois Moose Association. During that year, he would spearhead an Illinois Moose fundraising drive to amass $75,000 to construct a massive, 3,100-seat football and track stadium, in place of the ramshackle wooden bleachers with which the Mooseheart athletic program had "made do" with since its first decade. Wallace would

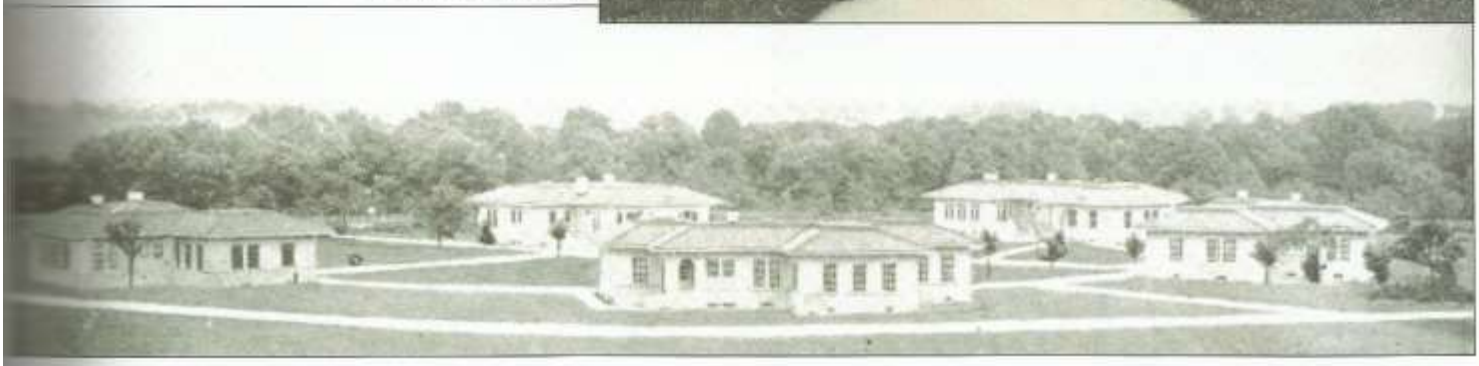
**Students and staff gather (above) around the Cornerstone in 1924 in celebration of Mooseheart Day, later renamed Mooseheart Founder's Day, observed every year on October 27. Plans for Mooseheart's Centennial include rehabilitation and relocation of the Cornerstone to an area near the Campanile building.**

personally design it—in concrete, of course!—and accept no fee for doing so. Wallace would go on to serve 12 years, from 1941-53, on the Mooseheart Board of Governors—during which time, in a period of increasing Mooseheart population after World War II, he would also design and draw up the plans for the five raised-ranch style "yellow-brick" residence halls now known as Antoinette Marinello, New England, Washington-Northern Idaho, Rodney Brandon Home, and Indiana Home. Wallace, a Pilgrim of the Order, would be honored with a conferral as a Past Supreme Governor in 1984; six years later after both he and his wife Kimmie suffered strokes, he would become a resident at Moosehaven, where he died at age 96 in 1997.

Though there were just five in that first graduating class, Mooseheart had grown in six years, from those first 11 children to nearly 500 by the spring of 1919! With the completion of the new school building in 1918, a great majority of the Mooseheart students now attended all their academic classes in a legitimate school structure. Later, as the campus population grew, high school classes moved west and a bit north into the building that currently houses the Heilman Recreational Center. In the 1960s all school classes would move into the Malcolm Giles School structure that opened in 1954. From the 1960s through 2011, the original 1918 school building would serve as headquarters for the campus construction/facility maintenance departments.

Quickly developing an outstanding academic program, Mooseheart became the first chapter of the National Honor Society chartered in Illinois and just the fifth nationwide when it was formed in 1921. Since that time, hundreds of Mooseheart students have earned membership in the National Honor Society.

**Dedicated in 1922, Baby Village was funded by the Pennsylvania Moose Association. It consists of four residences named after rivers in Pennsylvania and a nursery school (at right).**



In 1922, after nine years of furious construction of quite unadorned, workmanlike, all-purpose structures of one sort or another, one highly specialized project was built on the north side of campus, and another grand, largely ceremonial structure went up at the same time. Both were opened and dedicated on Aug. 22, 1922, during the International Convention held at Mooseheart.

The first was the five-building development known as Baby Village, designed by the prestigious Chicago architecture firm of Graham Anderson Probst and White, and funded by the Pennsylvania Moose Association, which has continued for 90 years to take responsibility for its necessary renovations. Baby Village consisted of the handsomely terraced Nursery School (much later dedicated to the memory of 1974-80 Superintendent Robert Hanke) and four identical residential homes, all named for rivers that traverse the state of Pennsylvania: Juniata, Allegheny, Schuylkill and Susquehanna. They were situated in a circle, around what initially was a decorative concrete fountain (to be prudently replaced in later decades with two generations of a usable wading pool—the most recent version being heart-shaped). The structures were ingeniously designed for the comfort of toddlers and preschoolers who were to reside in them: All have double-hung sash windows that extend way down close to the floor, so that little ones can readily see outside without having to go up on tiptoes as with most conventional homes. And perhaps more famously, specialized miniature commodes—roughly 50% of conventional height and size—were specified and installed. (Toilet training instantly became more comfortable and less frightening for 90 years worth of toddlers and counting!)

The second, at the heart of campus near the Lincoln Highway entrance, was the structure that, more than any other (save possibly the House of God, built 28 years later), became the lasting visual symbol of the Mooseheart campus—the Campanile building (the word is Italian for "bell tower"). Designed by architect Carl P. Berger, the structure's gracefully classical east front is all business, welcoming visitors upstairs into, indeed, a welcome center, and a site for

**After nearly a decade of constructing only bare-bones, functional structures for student use, in 1921-22 the Campanile building was constructed, essentially as a monument to Mooseheart's founder, James J. Davis. The "front" or east section was used for more than 60 years as a "welcome center" for the campus, the site of numerous small receptions. The graceful western colonnade encircled a large platform which hosted various summertime meetings and assemblies, concerts, even a few weddings over the decades. In 2012 the Campanile's indoor portion serves as the Mooseheart Alumni Office.**

modestly-sized receptions. The lower (basement) level of this portion of the structure was to be used from the mid-1920s until the late 1990s as a workday cafeteria for Mooseheart and Supreme Lodge headquarters staff. The western face of the Campanile is the ceremonial portion—with a gracefully curved collonade wrapping in an elongated half-circle around a plaza—forming a spacious stage that for decades hosted spring and summer Convention sessions, concerts and even a few weddings. Rising from roughly the structure's center is a 100-ft. high tower, topped by a lighted clock which chimes the hours in 15-minute increments and the American flag at the top. At the base of this tower, facing west onto the plaza, is a magnificent bronze statue of James J. Davis—the work of sculptor J. Otto Schweizer—in a characteristically rumpled vested suit, his arms about the shoulders of a preteen boy and girl. A quote from Davis in an arch around his head reads, **"Every child is entitled to at least a high-school education and a trade."**

With the opening of Baby Village and the Campanile, Mooseheart was entering its second decade a much more mature campus—less rough-hewn and rustic, more finished and even a bit elegant. The future seemed bright indeed.

# 1923-1933

## *Coming Into Its Own*

The concrete "Hope" Fountain was a gift from the Mooseheart Class of 1928. By 2012 it was worn and damaged, with plans to relocate it and replace it with the bronze statue of James J. Davis and two children that was originally erected on the plaza of the Campanile building—a Centennial gift from members of the Grand Lodge of Great Britain.

**Photographs of Mooseheart from the mid-1920s onward look very different** from its first dozen years. With the exception of gravel roads and barnyard in the farm area, all roads are paved, bordered by legitimate concrete curbs and sidewalks; there are streetlights every thirty yards or so, with regularly planted parkway trees. Newly built residential structures looked like stately single-family homes. Mooseheart had begun to look like the relatively prosperous village that it was, given the backing of an ever-growing fraternal order behind it. The Loyal Order of Moose had roughly 400,000 members at the time of the campus's dedication in 1913; by the mid-'20s that number was rapidly approaching 625,000. However, Mooseheart's population was growing at an even faster rate; by 1925 the census cleared 1,250.

One of Mooseheart's tenets from its very beginning had been the necessity of a spiritual component to life. Just as candidates for the Loyal Order of Moose and the Women of the Moose have always been required to profess a belief in a Supreme Being, students coming to the campus have always been required to, in the vernacular of decades ago, "be trained in the faith of their fathers." More recently, more students have come to the campus not having

*Ernest N. Roselle*
*Superintendent*
*1927-1936*

The 32 members of the Class of *1926 had its formal portrait* taken on the west plaza of the Campanile, with Principal Mrs. W.C. Spencer at left and Superintendent Matthew P. Adams on the right. That year, Mooseheart's student census cleared 1,200. In 1930, the student population *would peak at* just under 1,300.

This group of buildings formed the core of the Mooseheart High School academic and vocational programs for several decades. The building on left began as a boys' residence and was later used as the High School until 1954. The next building to the right was the girls vocational building. The building in front of the smoke stack is Industry Hall, the main vocational building.

attended church regularly or at all—but upon admission, their guardians are still required to establish whether the child is to be trained in Protestant or Roman Catholic teachings. And over the decades, the ratio that roughly two-thirds of Mooseheart's students have been of the Protestant faith, and roughly one-third of the Catholic faith has remained remarkably constant. There have been a handful of students of the Jewish faith over the years; they were regularly taken to a synagogue in nearby Aurora.

Two pillars of Mooseheart's history began their careers, and their remarkable partnership, during this period. Father John J. Laffey received a resident posting at Mooseheart in mid-1919 from the Rockford Diocese to become the campus's first resident Roman Catholic Chaplain. He had been moved from a parish in the northwest Illinois village of Savanna. Laffey was a relatively new priest at age 34; he had begun his working life as a commercial printer. He would remain at Mooseheart for more than 46 years, until his death at age 82 in January 1966.

Mooseheart's concrete-walled Dairy Barn, pictured here in the late 1920s, has been one of the most recognizable and significant structures on the Mooseheart campus since it was completed in 1916. Its main section towers four stories and housed offices and apartments for farm administrators and workers. Its pens have housed as many as 100 head of dairy cattle at any one time.

Rev. C. Donzel Payne (left), Mooseheart's Protestant Chaplain from 1926-67; and Msgr. John J. Laffey, Roman Catholic Chaplain from 1919-65, guided the spiritual education of Mooseheart's students for a combined 87 years! During their more than four decades of partnership, Rev. Payne (who raised his children on campus) and Father Laffey spurred Moose members to finally, after more than 30 years of discussion, raise the funds for the 1948-50 construction of the Mooseheart House of God.

There had been a Protestant Chaplain in residence from the very beginning; Dean J.A. Rondthaler was, after all, an ordained Protestant minister and had conducted services and religious training classes from the start. When Rondthaler retired in the early 1920s, a Rev. Charles A. Alden served briefly, but medical issues forced his premature retirement rather suddenly in 1925.

Director General Davis had remembered sitting in a Methodist church service in Pittsburgh less than a year before and being struck with the quiet, intelligent approach taken by the young man in the pulpit. He got in touch with the Rev. Charles Donzel Payne. Payne began his posting at Mooseheart on Jan. 1, 1926. Two years later he went back east, returning with his young bride, Allene. The Paynes raised their family on campus; his daughter Donna would be the valedictorian of the Mooseheart Class of 1950. Rev. Payne would continue at Mooseheart until his death in 1967. The two Chaplains would each conduct their Sunday services in the multipurpose Roosevelt Auditorium through the Roaring '20s, the Great Depression and Second World War. (More later about how their partnership helped build the magnificent House of God.)

**In 1924, the Moose fraternity was granted a radio license from the U.S. Department of Commerce. The station's frequency was set at 1160 kilocycles on the AM d and was registered under the call letters WJJD -- Davis's initials. From 1924 until 1936, the station was housed in the northeast area of the Mooseheart campus in w would later be known as the "Women's Building." In 1941 the Order sold the station -- but it kept the WJJD call letters until 19**

The mid-twenties saw Mooseheart take advantage of one relatively established communications medium, and another that was brand-new. In 1926, only a year before Al Jolson's "The Jazz Singer" was to revolutionize the motion-picture industry with sound-on-film, the Moose organization released and distributed its first "short subject" concentrating on Mooseheart, to cinemas across the continent, entitled "Emblems of Love." There would be a few other releases to theaters on Mooseheart and other aspects of the Moose organization over the next few decades, including perhaps, the best and most prominent, a 1949 episode in the MGM series "John Nesbitt's Passing Parade" that offered a ten-minute overview on the "City of Children"; this one still occasionally shows up between feature films on the Turner Classic Movies cable channel.

The brand-new medium that Mooseheart jumped all over was, of course, radio. In mid-1924, Mooseheart was granted one of the first half-dozen radio-station licenses in the Chicago area. The license was granted thanks in part to the connection between Director General Davis, who had served as Secretary of Labor first in the cabinet of President Warren Harding, and then his successor, Calvin Coolidge, and the office of Commerce Secretary Herbert Hoover, which parceled out U.S. radio licenses before the FCC was founded in 1934. It's not known whether Davis blushed at, or insisted on, the call letters of the new frequency at 1160 kilocycles: WJJD, for James J. Davis. The record suggests that blushing may not have been involved; indeed, the first broadcast was scheduled for Davis's 51st birthday, Oct. 27, 1924.

For 12 years, from 1924 to 1936, WJJD helped spread information about musical concerts from various Mooseheart musical ensembles – under the direction first of George Sallade Howard, who would later direct the U.S. Air Force Band, then Dr. Jesse O. Ballinger (concentrating on orchestra) and Frederick Schwarz (concert and marching band).

By the 1940s the fountain at Baby Village was replaced by the much more usable and kid-friendly wading pool (above). Later, that pool was rebuilt in the shape of a heart (left).

However, Mooseheart's football team was almost certainly the first high-school football program in the U.S. to have its games regularly broadcast from its own field. Some of these Mooseheart football broadcasts were reportedly heard as far away as Alabama, North Dakota, Kansas, New York state and even Connecticut.

Jack Nelson, recruited from Chicago station WDAP, which late in '24 switched call letters to WGN, was hired as WJJD's chief announcer and program director. The station spent most of its time at Mooseheart housed in what was later known as the Women's Building on the northern edge of the developed portion of the campus. It had spaces for offices and small studios, as well as bunks for catnaps on its upper floor. The main floor consisted of a larger studio for band and orchestra performances. Given the costs of a seven-day-a-week operation and the increasing constraints of the Great Depression through the 1930s, the station was moved to Chicago in 1936. In 1941, in a move that may have been regretted during later flush times, the Moose fraternity sold the station altogether. However, Davis's legacy lived on. Chicago's AM 1160 frequency, which carried numerous formats over the ensuing half-century, kept the WJJD call letters until 1997.

The Ohio Building, patterned after the State Capitol in Columbus, first housed the Department of Child Research. It was later converted to a boys' residence. This structure has since been demolished and replaced by the current Ohio Pavilion south of the House of God.

The New York building was constructed in 1929 as a girls' reside

As the campus census swelled to past 1,200 students in the late 1920s, construction of new and grander residences proceeded. The Erie residence (1926) was the last to be built of the original Mooseheart concrete block—with Ohio (1925, patterned after the State Capitol in Columbus), New York (1929), Iowa (1930) and Oregon (1932) built of terra cotta or brick.

For roughly a decade beginning in 1927 and in many aspects beyond, Mooseheart's approach to both academic education and students' residential experiences took on an East Coast sort of analytical and scientific approach, with the coming that year of Ernest N. Roselle as Superintendent, replacing Matthew P. Adams. Roselle had come from the leadership of the New Jersey State Home for Boys. He named as his top assistant Verne A. Bird, who had been deputy superintendent of the Utica, New York public schools. The former military-style demerit system of discipline was replaced by a merit system recognizing and rewarding positive behaviors instead of just punishing negative behaviors. Established in 1928 was a Department of Child Research, which would be led for 23 years beginning in 1930 by Martin L. Reymert.

Moosheart continued its dominance in football. Shown here, is the 1923 undefeated football team with the first football coach at Mooseheart, Ben Oswalt (back row, left).

In 1931, Mooseheart's Symphony Orchestra played many concerts in the Roosevelt Auditorium on campus, including some performances that were broadcast over Mooseheart's radio station.

This institute helped determine tailored educational and behavioral goals for specific children, based on clinical psychological testing. This effort became the forerunner of Mooseheart's Department of Counseling Services.

The dominance of football in the Mooseheart athletic picture was so complete that while there were three levels of interscholastic football by the late '20s, there was no interscholastic basketball until 1931. The basketball coach was William Seeglitz, who had taken over the football program in 1926 after the death of Ben Oswalt.

The prominence of Ornamental Concrete as a Mooseheart vocation, for boys only, was renewed with the return of Frank C. Deni in 1929. Deni came onto the vocational staff back in 1914, but he had left for another opportunity in 1925. Before departing, his students' handiwork, primarily in Moose figures and logos, graced the Campanile building plaza and every streetlight standard on campus. Once he returned, Deni stayed at Mooseheart until the early 1950s. The distinctive concrete entrance to Mooseheart, carrying the inscription **"Enter To Learn, Leave to Serve"** is Deni's personal work.

Other boys' vocational programs as of 1930 were Printing, Sheet Metal, Machine Shop, Carpentry, Masonry, Drafting, Plumbing, Sign Painting, Steamfitting, Housepainting, Electricity and Agriculture. Barbering was added in the early 1930s. Girls vocational programs were Drawing, Commercial/Typing, Sewing, Cafeteria, Cooking Laboratory, Commercial Training, Sewing Exhibit and Senior Kitchen.

During 1930 Mooseheart reached its largest-ever enrollment: 699 boys and 601 girls for a total of exactly 1,300. There was no more boys' "tent village" as had persisted through much of the '20s, but the Mooseheart structures still existing as of 2012 that have long comfortably and

**From 1927 through 1936, under Superintendent Ernest N. Roselle (right, in dark suit) and Director of Education Verne Bird (in glasses), Mooseheart's vocational program reached full development. Shown above is the ornamental-concrete/plastering program and to the right, the girls' sewing class. Other long-standing programs were in barbering, sign-painting, printing, sheet-metal fabrication, shoe-repair and secretarial skills. Such specialized training and experience prepared Mooseheart grads to claim scarce jobs right out of school during the Great Depression years.**

spaciously held 10 or 12 students then slept as many as 50!

Looking at photographs of Mooseheart in 1930, and indeed the expensively produced high school yearbooks that continued until 1934, indicate a campus, and the Moose organization supporting it, that did not appear all that concerned by the October 1929 crash of the stock market. Throughout 1930, '31 and '32, the pages of *Moose* Magazine (so renamed at the beginning of 1930 from "Mooseheart" Magazine so as not to neglect the then eight-year-old Moosehaven campus for senior members in Florida) carried upbeat editorials, most of them either written by, or ghostwritten for, Davis, predicting a "swift end to this temporary turndown."

The "temporary turndown" would last a bit more than a decade, and though Mooseheart and the Moose both survived it (the latter arguably by the skin of its teeth), both would certainly experience its effects.

# 1933-1943

## A Depression, Then A War

Locomotive pauses just south of the Mooseheart depot (the current Mooseheart Post Office) on an early-spring morning in the early 1940s. Passenger trains were a regular occurrence until the early 1960s on the Chicago & North Western spur track located on campus.

The growing campus had dozens of structures that required upkeep and maintenance. To address these needs, journeyman housepainters taught the trade to teenage boys as a vocational program.

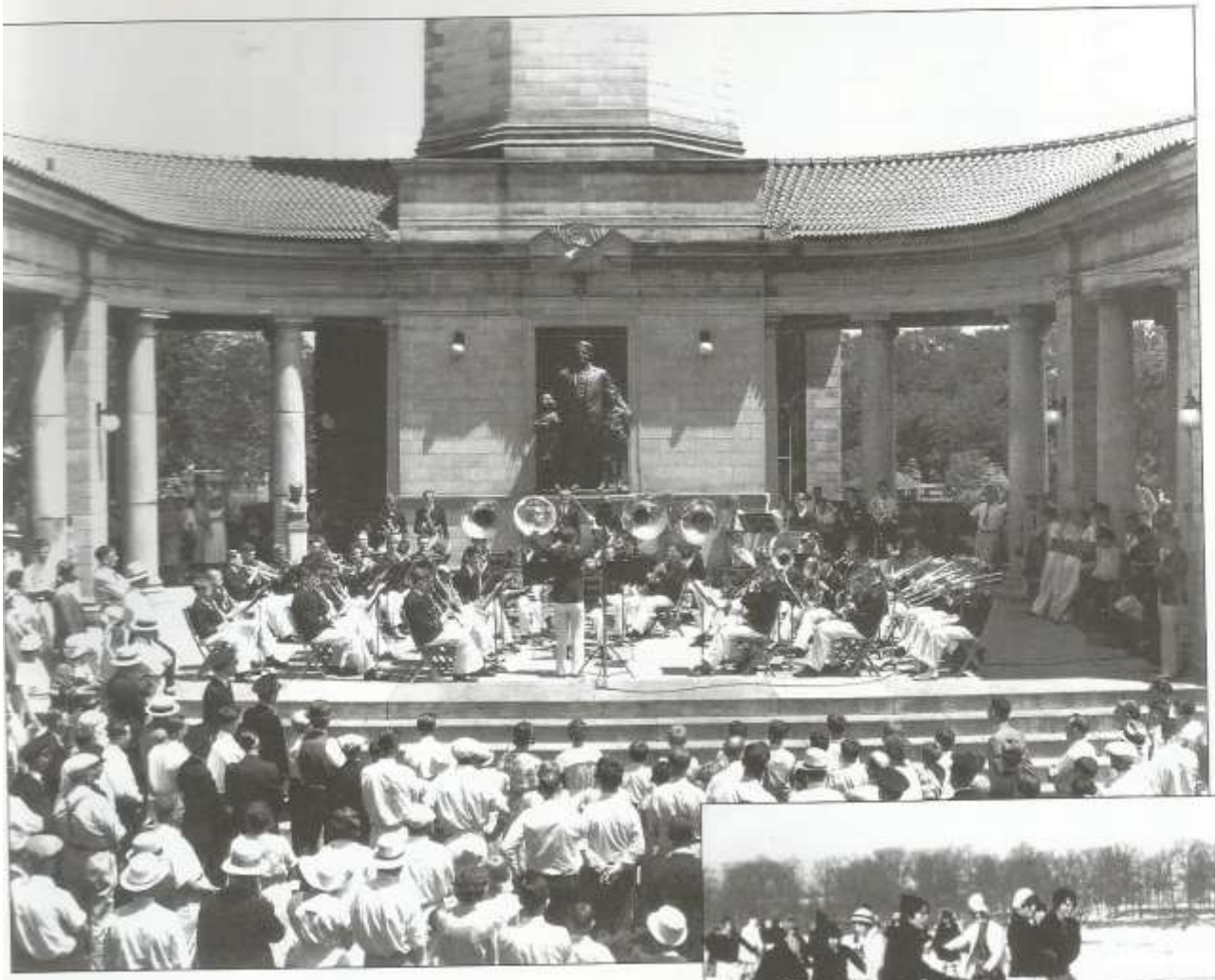
In the decades when children's clothing retailers weren't nearly as plentiful or close by -- and when the campus had one bus instead of every home having a van -- Mooseheart officials bought both boys' and girls' clothing in high volume and parceled it out on a regulated basis to boys and girls in separate stores, both located in the south lower level of the Roosevelt Auditorium building.

**Like the great majority of people, families, businesses and charitable institutions** throughout North America in the decade before World War II forcibly thrust the continent out of the century's worst economic depression, Mooseheart and the Moose fraternity, spent the 1930s doing what it could, and what it needed to, to just hang on and keep the doors open.

For one thing, the campus building boom, which had gone on without interruption for nearly twenty years, was definitely over. After the completion of the Oregon Residence in 1932, not a single new building was constructed on the campus until after World War II, with one notable exception. As previously noted, in 1939-40 Illinois Moose Association President Wayne Wallace, Mooseheart Class of 1919, was somehow able to beat the bushes among the Moose of the Land of Lincoln to raise $75,000, nearly $1.2 million in today's dollars, to build the massive concrete grandstand, seating 3,100. This facility would initially be known as Illinois Memorial Stadium, replacing the ramshackle wooden bleachers that had sufficed for Mooseheart's home football and track fans since 1917. Football was still king at Mooseheart.

Ten years later, at the beginning of 1943, Mooseheart's student population had plummeted

*W.J. Leinweber*
*Superintendent*
*1936-1948*



Beginning in the late 1920s, young band director George Sallade Howard built Mooseheart's concert band into a first-rate outfit that drew large crowds of listeners, such as to this 1934 open-air performance on the plaza stage of the Campanile building.

The conditions didn't look all that smooth, or necessarily safe, but nonetheless these older students appear to be having fun ice-skating on Mooseheart Lake in the mid-1930s

to just 434. The largest Mooseheart graduating class was the Class of 1934, with 161 young men and women. Among the Class of '34 was one Herbert W. Heilman, who became a teacher and coach before returning to Mooseheart and the Supreme Lodge as a fulltime staffer in 1948. He would become, in 1974, the first, and so far only, Mooseheart graduate to become Director General of the Moose fraternity.

Part of the reason for that nearly 70% drop in census between 1933 and '43 is that the Mooseheart Board, of necessity, was forced to significantly restrict criteria for admission. Certainly, any child or children of a male Moose member in good standing, who had died, and his widow, was admitted. However, during the 1920s, admission requirements had been quietly expanded – to take in children whose mothers had died and whose widowed fathers couldn't afford caregivers, and children of relatives of members, and more.

Also, Mooseheart admissions were down because by the mid-1930s, Moose membership was down significantly. In 1929, membership in the Loyal Order of Moose peaked at about

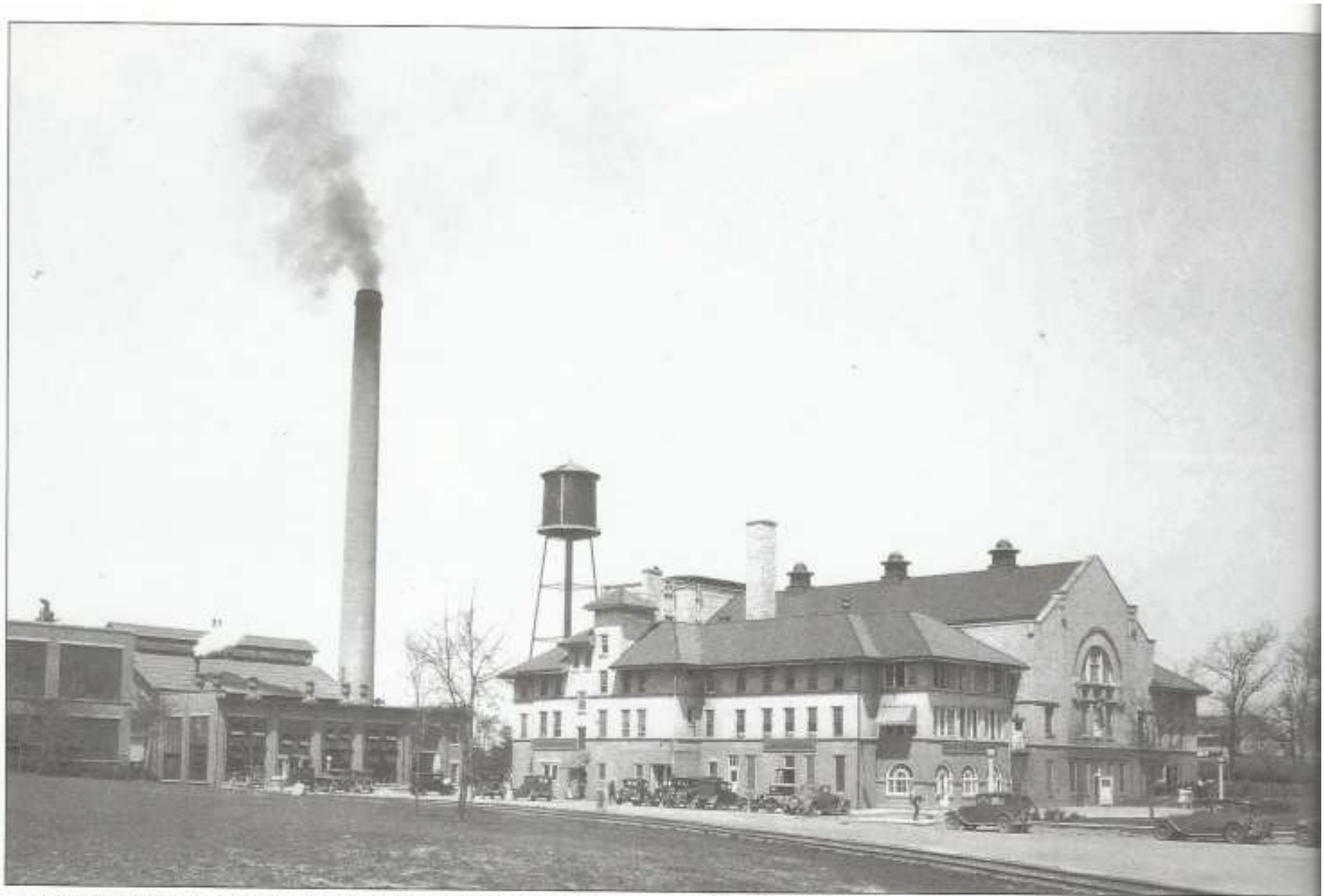
In 1943 these boys piled onto buses behind the Loyalty building traveling to an appearance to help promote sales of War Bonds.

W.J. Leinweber succeeded Ernest Roselle as Superintendent in the 1936, remaining in the post until 1948. He later served as Moosehaven's Superintendent, the only man in the fraternity's history to head both campuses.

630,000. By 1934, just five years later, it was at 250,000 and dropping. Yes, Moose membership was the great life-insurance policy for the workingman's family. But when that workingman hadn't worked at all in a couple of years, everything got cut to the bone other than food, rent and the light bill.

*Moose* Magazine editor Donald Stewart put the best possible light on the necessary belt-tightening at the Child City—but occasionally, reality shone through. Here's an ostensibly upbeat account from 1933: "Seventy Mooseheart students . . . in their Junior and Senior years, are today filling jobs that a couple of years ago were handled by paid adults . . . driving trucks, clerking behind the counters of the stores, working in the Mooseheart bank, acting as student nurses, caring for babies in the Baby Village, learning the trade in the cafeteria . . . working in gardens, lawn care and the farm."

It was in 1934 that Supreme Secretary Malcolm Giles (then the de-facto fulltime CEO of the fraternity, as Director General Davis was into his first full term as U.S. Senator from Pennsylvania) won the Supreme Council's backing to essentially wrest control of Davis's 1906-era Organization Department away from the Director General, and in its place, created the



This early-1930s south view of the Roosevelt Auditorium/Administration/Department Stores/Bank building shows a spur rail track running west to the campus' Pow House. During Mooseheart's first several decades, coal was delivered by train to heat all campus structur

modern, promotionally oriented Membership Department, under the direction of the dynamic and charismatic Paul Schmitz. Schmitz would go on to serve as Director General from 1953-74, longer than anyone else except Davis.

The new Membership Department did indeed meet its stated goal that year of signing 75,000 new members—a recruitment milestone that hadn't been seen in any year for roughly a decade. But attrition continued to drain the bottom line; active membership dipped to a nadir of 225,000 in 1936 before starting to edge back up.

Perhaps not coincidentally, it was in 1936 that Superintendent Roselle, after several consecutive years of enervating budget cuts, which reduced the model child-rearing community he had come to in 1927 to much more of a bare-bones operation, finally gave up and moved on, replaced by High School Principal Wesley J. Leinweber. As Class of 1933 grad Russell Raycroft related in the 1990s: "Leinweber got into the ears of Giles and the Mooseheart Board, saying, in effect that he 'could run this place a lot more cheaply'—and he did."

In 1937, in *Moose* Magazine, there was a glimpse of a weeklong student menu: a lot of canned vegetables and quite a bit of fruit—but also a lot of dinners with softboiled eggs, porridge, and oatmeal. The only legitimate meat on the menu all week was chicken or pot roast for Sunday dinner.

And, this: every child from fourth through seventh grades was instructed to plant a 120-sq.-ft. garden. "Each group of children spends one school period per day, weather permitting, taking care of the garden, under the direction of a housefather."

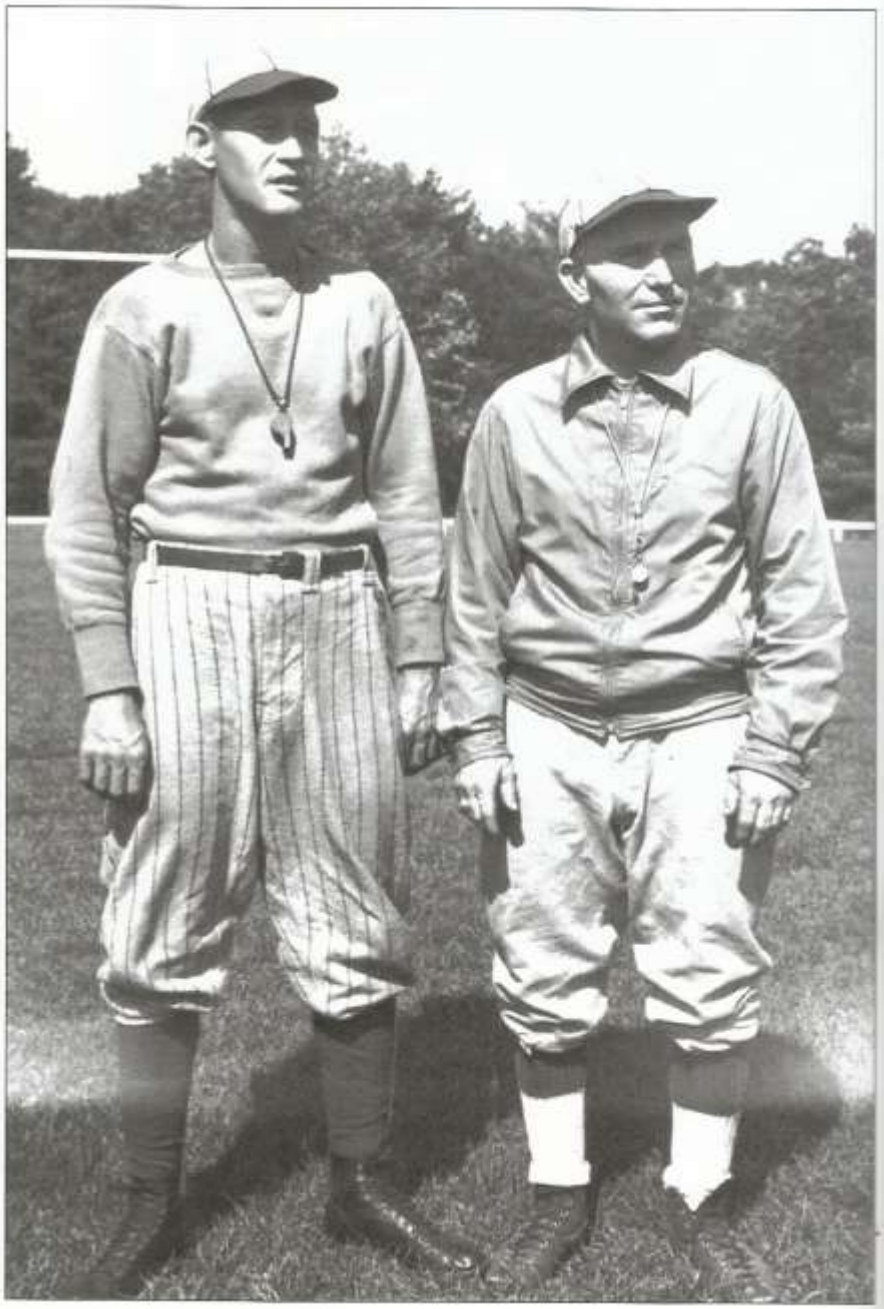
The Mooseheart Band rides an ornate circus wagon in the August 1940 International Convention parade held in Des Moines, Iowa.

Following the gender roles of the era, this late-1930s cooking class had only girls enrolled.

One holdover from the Roselle era, perhaps surprisingly, was the Mooseheart Laboratory for Child Research under Dr. Reymert. Many might have seen this office, occupying the new Ohio building, as helpful, noble—but expendable in a bare-bones era. But the head of the Women of the Moose, Grand Recorder Katherine Smith (who scrupulously maintained control of WOTM funds), indicated in 1934 that the WOTM would underwrite the Laboratory's entire budget, if necessary.

Amid this era of limits came Mooseheart's 25-year Silver Anniversary in 1938 – also the 50th anniversary of the Moose fraternity. Supreme Secretary Giles related to the Convention a new philosophy that holds to this day—that while Mooseheart no longer needed new buildings, he was encouraging "adoption" of various residence halls and other structures by state and provincial Moose Associations. Participating associations would be able to place their state or province name on a given building, and then would be asked to raise funds on an ongoing basis toward upkeep and eventual necessary renovations on that building. In the next year, seven different state Moose Associations did just that.

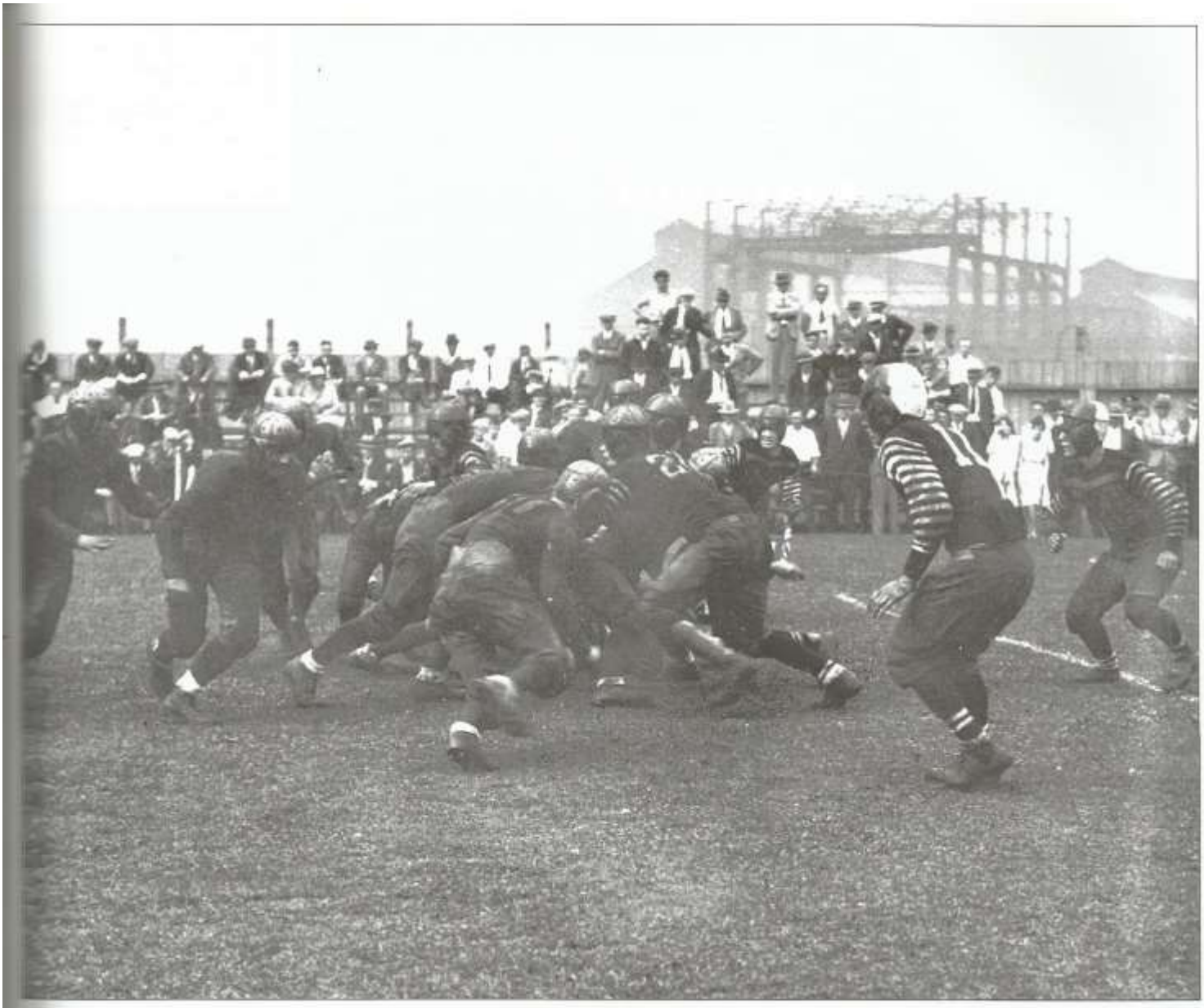
Nineteen forty brought two bright spots. The first, of course, was the completion of the



**Johnny Williams (right), who graduated from Mooseheart High School in 1920, coached football at Mooseheart for fully 40 seasons, from 1923 through 1962. He started by leading the "third team," mostly eighth- and ninth-graders as a "feeder" program. Williams became head coach in 1935, and remained so for the next 27 years. Overall, Williams, pictured here with late-'40s assistant coach Jesse Hendrix, compiled an overall record of 287 wins, 97 losses and seven ties.**

aforementioned Illinois Memorial Stadium—a huge upgrade for the football program which was being put back on an Oswalt-like footing by Coach Johnny Williams. Williams, a small, but tough and sturdy man, was a Mooseheart alumnus from the Class of 1920 who had played for Oswalt, and had returned to the campus as a teacher and coach in 1923. When William Seeglitz left to take a job in Massachusetts in 1935, Williams became head coach and immediately began stressing the Oswalt philosophy: make up for any lack of physical size through absolutely coordinated execution, quickness, deception, and unmatched physical conditioning. Over the next 27 seasons until his retirement in 1962, Mooseheart would enjoy its farthest-flung degree of football fame, getting on trains and buses to play opponents as far east as West Virginia and as far west as the Rockies. Williams was to compile a won-lost-tied record of 287-97-7 and would be among the first class of inductees into the Illinois Football Coaches Association Hall of Fame.

The other bright spot of 1940 came in October with two brief mentions of Mooseheart



**Right after World War II, with travel restrictions lifted, Mooseheart Head Football Coach Johnny Williams began taking his team on the road. The late-'40s teams were perhaps the finest in the history of the school, and Williams sought better competition for his teams. Given their "rambling" nature from coast to coast during this period, the team was nicknamed the "Red Ramblers," and the name stuck. In the 21st Century, the Ramblers will still frequently travel for up to 100 miles for a game.**

in the script of one of the top Hollywood movies of the year, "Knute Rockne, All American." Rockne, who had died in a 1931 airplane crash, briefly had Ben Oswalt as a student in a mid-'20s coaching seminar, and had visited Mooseheart in 1929 after Oswalt's death. In the movie, Pat O'Brien, as Rockne, once opens a letter from "my boys at Mooseheart," and separately, packing for a trip, tells his wife that he's "going to stop off to see my boys at Mooseheart." Robert Buckner wrote the mentions into the screenplay, and director Lloyd Bacon left them in—even though they're superfluous to the plot in a briskly paced 98-minute film.

One can only guess at the phone conversations that may or may not have occurred beforehand between Warner Bros. executives and Director General/U.S. Senator James J. Davis, who had to have been highly irked two years before when MGM's "Boys Town" won Oscars for Best Screenplay and Best Actor for Spencer Tracy. Davis, of course, knew that Father Edward Flanagan had visited Mooseheart in 1916 as he educated himself before opening Boys Town near Omaha the next year.

As the dark storm clouds of war gathered in both Europe and the Far East, Mooseheart placed more emphasis on its Cadet Corps—a precursor to the 1950s and '60s Junior Army

Starting in the World War I years, Mooseheart has had military training of one sort or another. Beginning in the late 1950s it became a certified Army Junior ROTC program, supplanted by the current Naval Junior ROTC in 1977. But at this point, in 1943, it was described as "Mooseheart's crack Cadet Corps."

Mooseheart's 3,100-seat stadium under construction in the summer of 1940 (below). It was designed by W. Wayne Wallace, Mooseheart Class of 1919, and renovated extensively in 2010.

ROTC and the Naval Junior ROTC that exists to the present—which had taught basic military drills and practice on an ongoing basis since 1916. In summer 1940, during which Hitler's German army had subsumed France and was preparing its Luftwaffe for air attacks on southern England, the "crack Cadet Corps" was regularly holding "dress parades" on the football field.

There were two Mooseheart graduates present and in Navy uniform at Pearl Harbor on Dec. 7, 1941. Robert Apple '34 was entombed on the USS Arizona; Charles Cosby '40 made it off the ship alive, and was warmly greeted by Supt. Leinweber as pictured in the June 1942 *Moose* Magazine. In all, some 691 Mooseheart grads would serve in uniform during World War II; with 20 having been reported killed or missing in action. Many of the students in uniform were female; the Women of the Moose shifted to a major fundraising push, for the duration, into providing nursing scholarships.

# 1943-1953

## *Realizing Postponed Dreams*

One of the last of the original pre-1913 structures, Aid Hall, is pictured here shortly before its 1946 demolition. It was replaced by Flag Plaza and a memorial to Mooseheart students and Moose veterans who served in World Wars I and II (later expanded to honor Korea and Vietnam veterans as well).

**The longest fundraising drive to complete a single structure** in the history of the Moose fraternity was begun at the August 1918 International Convention. It concluded almost exactly 32 years later, on August 20, 1950, with the dedication and opening of the magnificent House of God at Mooseheart.

It was at that 1918 meeting that Director General Davis first urged construction of a legitimate house of worship for the Mooseheart campus, and he used the phrase "House of God"—so capitalized in the Convention proceedings. It was conceived from the start as a very different religious structure; a cathedral with both a distinctively Roman Catholic wing and chapel, and a Protestant wing and chapel flanking the main sanctuary.

At that meeting, Davis mentioned a figure of $250,000 as being "comfortably enough" to build such a structure, though construction would "of course" have to wait until the conclusion of the World War hostilities then underway. In the spirit of things, Supreme Secretary Rodney Brandon announced that he was making a personal $250 donation.

Well, the Armistice was declared that November, but with an ever-growing Mooseheart

*Richard Aspinall*
*Superintendent*
*1948-1953*

Perhaps the single proudest moment for any Mooseheart graduate during the Child City's first century came on the South Lawn of the White House Oct. 12, 1945, when President Harry S. Truman bestowed America's highest award, the Medal of Honor, on U.S. Army Lt. Edward A. Silk, Mooseheart Class of 1935. On Nov. 23, 1944, Silk, leading a weapons platoon, ran into heavy German resistance while trying to take a high-ground position. After lengthy exchange of gunfire, an out-of-ammo Silk ended up single-handedly taking 12 Germans prisoner under direct fire, by judiciously using his last two grenades--and, finally, throwing rocks!

This late-1940s Thanksgiving dinner obviously involved children being "invited over". Then, as now, genders are not mixed in the sa household, except in Baby Village.

student population throughout the 1920s, there always seemed more pressing needs for available construction funds. Plus, the graceful Roosevelt Auditorium, opened in 1919, seemed to do the trick on an "interim" basis. A smallish pipe organ had been installed in the mid-'20s on its east end, opposite the stage, and an altar of sorts was constructed; this was where the newly appointed Father Laffey (1919) and Rev. Payne (1926) would conduct Catholic and Protestant services, respectively, for 31 years! Because after the '20s residential building boom came the Great Depression—and while artwork of a rather grandiose and futuristic-looking House of God concept was run in *Moose* Magazine in 1932, any such plans were out of the question until a decent economic recovery. Well, the economic recovery came—but it came in the form of the Second World War, and resultant shortages of both manpower and building materials made undertaking the House of God project again, out of the question, this time, "for the duration."

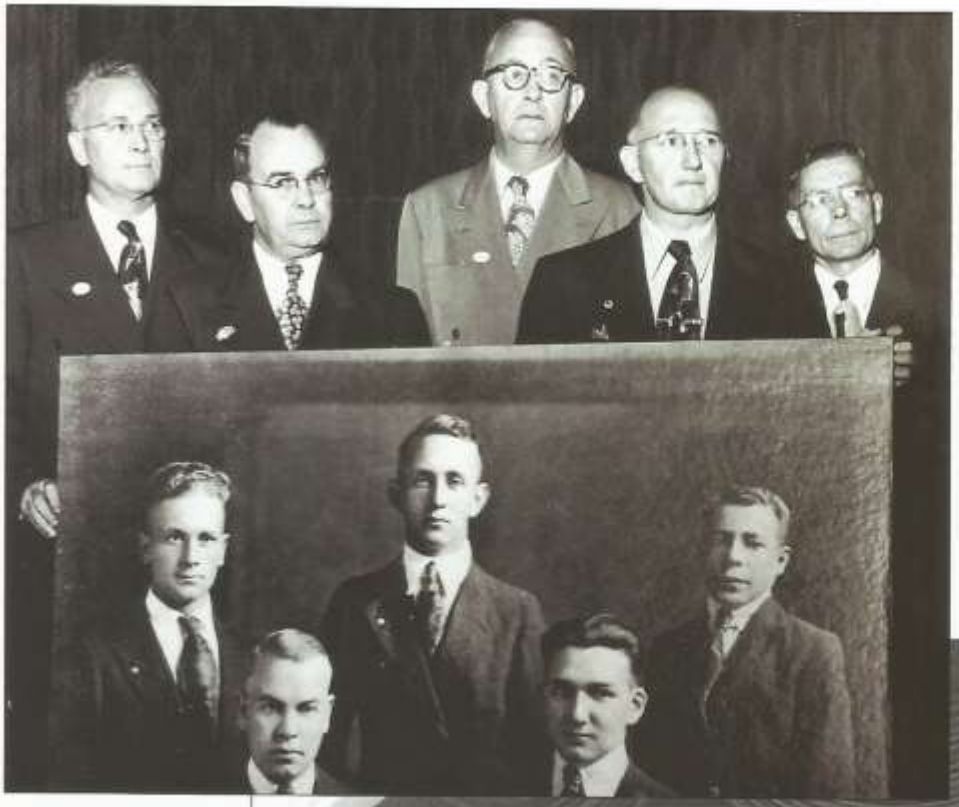
All the while, though, ever since at least 1927 when he took over as the fraternity's

Director General Malcolm Giles (center, smiling in dark suit) joined Protestant Chaplain Don Payne (just to Giles' right) and Mooseheart Superintendent W.J. Leinweber (seated in front) at an interscholastic basketball game in the tiny Illinois Gym, around 1948.

Mooseheart's 1949-50 basketball team. Given the school's huge early prominence in football, basketball, perhaps predictably, took a bit of a "backseat" at Mooseheart during its early decades. Indeed the first interscholastic basketball team wasn't put on the court at all until 1932. Although the football teams of the 1940s and '50s often played before crowds that came close to filling its 3,100 seats, the basketball team played before 150 or so in the Illinois Gym until the construction of the Fieldhouse in 1963.

Supreme Secretary, the House of God remained on Malcolm Giles's mind. He never stopped quietly raising funds for it, however and wherever he could. In 1932, one of the darkest years of the Depression, Giles promoted sales of modestly-priced Christmas cards, with proceeds to benefit the House of God fund.

By 1944, Giles had carefully hoarded slightly more than $300,000 into the House of God fund—and figured that at war's end, he'd have enough set aside to build something close to the early-'30s architectural plans. Indeed, Giles was confident enough to announce to the 1944 International Moose Convention in Milwaukee that the Mooseheart House of God could be erected "shortly after peace is declared." But in mid-1945, after Hitler had surrendered and while hostilities were coming toward a resounding end in the Pacific as well, Giles quietly sought quotes on a religious edifice with two chapel wings flanking a sanctuary large enough to seat 750. The numbers he heard back shocked him. Given overall inflation accelerated by the war, and exacerbated by continuing materials shortages, the rough numbers were not $300,000, but well over $1 million! Giles gulped hard and determined that the House of God was going to be built anyway; after more than 25 years it wasn't going to be postponed any



The five members of Mooseheart's first high school graduating class (1919), gathered with their class picture at the 1949 International Moose Convention in San Francisco. From left, in both photographs, are Wayne Wallace, Lawrence Hower, Albert Patterson, Harold Taylor and William Grant.

Only the girls were playing the strings in Dr. Jesse O. Ballinger's Mooseheart Orchestra in this 1949 group portrait. The boys were relegated to the woodwinds, brass and percussion—and to the back! Ballinger had come to Mooseheart in 1929; from then through the 1960s, he cultivated and led the Orchestra.

longer.

The House of God fundraising task was made even more difficult given the sudden need for more campus residential space as well. Student census was heading back up in a hurry, with mothers of numerous children of Moose members applying for admission after their husbands had been either killed or disabled in the war. While by 1944 the student population had dropped to roughly 440, by 1953 that number would be up to over 800. Here again, civil engineer Wayne Wallace of the Mooseheart Class of 1919 came notably to the rescue in 1947-48—for no fee, designing, engineering, and supervising construction of the five new split-level "yellow-brick" residences along what is now Legion Lane.

Given the sacrifices of the final push of the war, the fraternity skipped conducting a Convention of any sort in 1945. But the 1946 Convention in Chicago in August was billed as a celebratory jubilee. The day of the Convention held at Mooseheart included the placement of a cornerstone for the House of God—at the chosen site on the northwest corner of the

**The first mention of the idea of a House of God at Mooseheart was uttered by James J. Davis in 1918. But two World Wars and a Great Depression got in the way of fundraising. Finally in 1946, at the consistent urging of both Rev. Payne and Father Laffey, the Moose fraternity began its final push to raise the necessary resources. Davis placed the cornerstone for the religious edifice in late 1946, roughly a year before he died. Actual groundbreaking didn't occur until fall 1948, and construction continued steadily through 1949 and into the summer of 1950. Dedication ceremonies, with roughly 10,000 present, were held on Aug. 20, 1950, during that year's International Convention.**

developed portion of the campus, just southeast of Mooseheart Lake. It was, someone noted, the highest spot topographically on the campus; that "we're closer to God here before we even place a stone." Davis, who had little more than a year to live, was asked to personally place the cornerstone in the foundation, 28 years after he first spoke of a Mooseheart House of God.

But everyone knew by that point that construction couldn't begin then; hundreds of thousands more needed to be raised. Giles knew, of course, who his best two salesmen were for the project: the raconteur tag-team of Laffey and Payne—the Catholic priest and the Protestant minister who had "made do" for decades with services conducted in a secular auditorium. Said Msgr. Laffey from the Convention lectern in '46: "A boy is sitting there in Mass, making sure he's sitting in the exact same spot where he held a girl's hand for the first time at a dance the night before. It is not the best situation . . . Please give Rev. Payne and me a decent building in which our children can worship God."

The funds streamed in steadily, not only from longtime members working steadily at jobs that were paying better than ever before in the postwar period—but from a solid stream of new members, mostly young servicemen returning from overseas. The Moose fraternity was

**By 1945, the area around the Campanile, and indeed much of the campus, certainly the perimeter, was dense with foliage. Many elms were felled by Dutch Elm disease through the 1950s and '60s -- but also, Moose officials made a conscious effort in the late 1950s to clear out enough of the verdant trees so that the public could see more of what Mooseheart was all about.**

growing like gangbusters again for the first time since the early '20s—reaching nearly 900,000 men (and slightly less than 200,000 Co-workers of the Women of the Moose) by 1950.

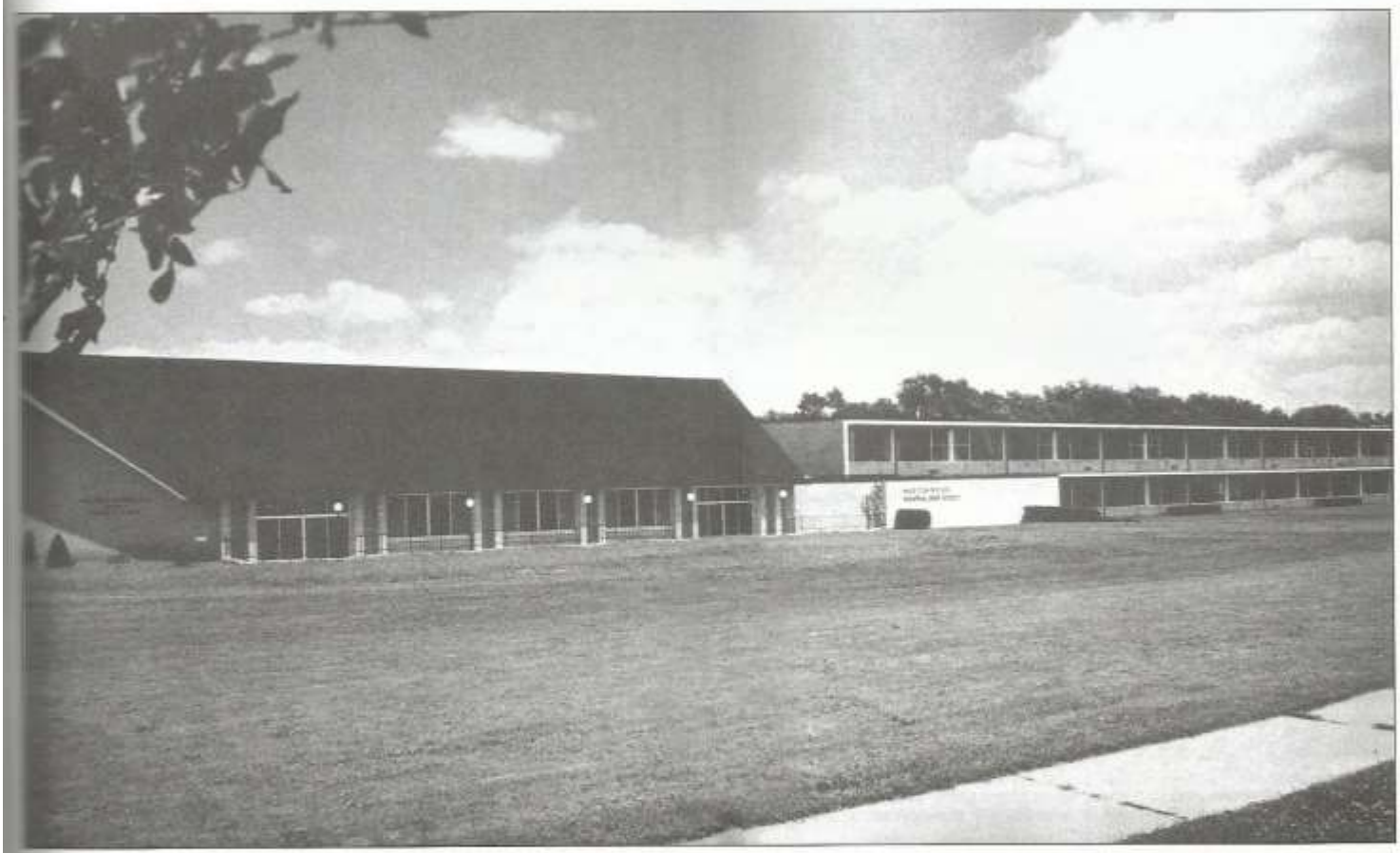
By the fall of 1948 fundraising had cleared the $1 million mark, then an unfathomable sum for a fraternity that still had former leaders alive who remembered purchasing the entirety of 1,023 acres of property for $264,000. A foundation was dug and poured before winter. The structure was to be built on an updated-Classical design, in limestone in combination with steel framing—considerably more conservative than the 1932 design floated in *Moose* Magazine.

Construction raced through 1949, with the structure fully enclosed by the winter of 1949-50. Original stained-glass windows, some designed specifically for and depicting scenes of Mooseheart were executed by the Dutch glass master Joep Nichols with Olaf Olsen and Stephen Bridges. The total cost had soared to a bit over $2 million – the equivalent of nearly $19 million in 2012. The gigantic pipe organ alone came in at $300,000—more than $2.5 million today!

Finally, during the 1950 International Convention on Sunday, August 20, with the very-well-promoted dedication ceremonies drawing roughly 10,000 to the campus, in a ceremonial "passing of the keys" from architect to contractor, to Giles, to Superintendent Richard Aspinall (an educator from West Virginia who had replaced Leinweber in 1948; the latter went to become Superintendent at Moosehaven), to Laffey and Payne—at which point the two veteran clergymen collapsed into each other's arms, in tears. After decades of making do, of postponing dreams . . . one of the biggest dreams in Mooseheart's history, certainly the longest-postponed, had finally been realized.

# 1953-1963

## *Seeking Control In a Less Innocent World*



The Mooseheart High School building, originally named in memory of Malcolm R. Giles, was opened in 1954; the attached swimming pool (left structure) was added in 1966. The building now houses pre-school through high school.

**This was the decade that television quit being just a novelty in taverns,** and came into nearly every home's living room. Mooseheart was no exception. By the dawn of the 1960s, students weren't just imagining the world outside Mooseheart from what they heard on the radio; they could see the world (or a glorified, stylized version of the world, depending on the program) on the television tube.

At Mooseheart, as the '50s headed toward the '60s, the world they saw through their TV sets—depending on how long they'd been in residence—seemed perhaps even a bit more different. Because this was still an era when, as alumni of the time will attest, other than a very occasional outing to a ballgame or the zoo or a movie, the students—even the teenagers—lived their lives on campus (other than traveling by bus to interscholastic sporting events, then back to campus after the final buzzer). "We went literally months at a time sometimes without leaving campus," one '50s-era student told this writer. There were no off-campus jobs for older high-schoolers (that didn't come to pass until the 1990s).

Superintendent Richard Aspinall, who had been a college administrator in West Virginia,

*Walter Ketz*
*Superintendent*
*1954-1974*

**For decades, Moose literature would boast that the Mooseheart Dairy made sure that "every child on campus gets a quart of whole milk to drink daily" -- before nutritionists began to wonder whether quite that much was necessarily healthful! In any event, under the direction and guidance of Dairy Manager Del Klussendorf (above left) and Farm Director Roy Fenwick (above right), Mooseheart's Holstein breeding and dairy-production operation was developed into one of the most acclaimed in America, winning numerous national awards through the 1940s, '50s and '60s.**

had served only five years before health issues forced his retirement in July 1953—and in a wonderful bit of "Back to the Future," the now 72-year-old Rodney Brandon, who had worked in Illinois state government from the late 1920s until the early '40s, was brought back to serve as interim Superintendent for six months. With the Moose, he'd been serving since Davis's death in the ceremonial post of Pilgrim Governor, which he continued to do until his death in 1968.

Taking Mooseheart's helm on Jan. 1, 1954 was 41-year-old Walter Ketz, who had spent the previous decade as headmaster of an upscale prep boarding school in Philadelphia. He would serve at Mooseheart until retiring in summer 1974—far longer than any other Mooseheart Superintendent or Executive Director thusfar.

In early fall of that first year, Ketz agreed—surprisingly, given the era—to an unusually uncontrolled visit by a reporter for the national McCall's Magazine—and the result was a fascinating look at Mooseheart's teen culture at mid-century. The first 80% of the article was glowingly positive. But then, in interviews with high schoolers and even junior-high students that writer James Poling was obviously able to do without a staffer present, there was this:

*"Two of the rules governing 'walking' particularly annoy courting couples. They aren't allowed to hold hands. This mandate, all 'walkers' agree, could only have been issued by 'old fuds' who have forgotten that hand-holding is as innocent as well as it is enjoyable. The walkers also find the 'keep-your-distance' rule irksome. 'If we sit down during walking,' one pert little blonde says, 'we're supposed to stay three feet apart. I'll admit you can't have couples clinching all over the place, but at that distance a nearsighted girl might never discover what her boyfriend really looks like!' . . . the weekly movie is another matter. The teenage couples object strenuously to the rule that they can't sit together and have to enter and leave by separate doors. Ketz says . . . 'I think all these gripes*

**Pennsylvania Hall, built in 1957 and patterned after historic Independence Hall in Philadelphia, was one of the three residential buildings constructed during this decade.**

*are healthy. It's when kids stop griping that I start worrying."* Another remarkable point, from a public-relations perspective of nearly six decades later, is that Ketz agreed to have this article, criticisms and all, reprinted and circulated among the membership.

This same fall of 1954 is when the brand-new, ultramodern-designed Mooseheart High School was opened. It was named Malcolm R. Giles High School. It now houses the K-12 entirety of Mooseheart School. Giles had ceremonially broken ground for the structure the previous August—and just weeks later, at age 59, dropped dead of a massive heart attack. After an interim period where the Membership Department stalwart J. Jack Stoehr served 60 days as Director General, the job went to the 51-year-old Paul P. Schmitz in December '53. Schmitz and Ketz would serve together, with just a few months difference, the same 20-year tenure.

Also in '54, less than two years after the death of its 1930 founder, Dr. Reymert, the Mooseheart Laboratory of Child Research was downsized and renamed the Mooseheart Child Guidance Clinic, and moved from the Ohio building (which became a boys' residence) into the elementary school building, under the direction of Dr. Ralph Meister. Evidently there was a widespread degree of distaste with the concept of children being subjects of behavioral experimentation, no matter how well-meaning!

Mooseheart enjoyed several appearances on regional and even national television during this period—including with the first Today Show host Dave Garroway on a 1956 NBC Sunday afternoon show. And Schmitz and Ketz opened Mooseheart up to the world in a more tangible way as well: As the new Supreme Lodge building was being constructed in 1955-56, they ordered more than 40 years' growth of lush and dense foliage cleared from the eastern front of the campus—so that the front gate, the athletic stadium, the fraternity's new handsome brick headquarters building, and all else would be hidden from the world no longer.

In addition to the construction of the new Supreme Lodge building, several more residential buildings were constructed on campus, including Pennsylvania Hall, patterned

In the postwar period, the south side of the Roosevelt Auditorium building opened up a small Candy Store in addition to the Boys' and Girls' Clothing Stores and the student bank. Here, circa 1960, a group of kindergarteners flock to the counter for a treat.

How many times over the decades have Mooseheart's youngest been presented with Moose toys of one sort or another? It has to be in the hundreds, though most of the kids in this gathering at the Baby Village Nursery School in early 1963 seem to be just fine with it.

after historic Independence Hall in Philadelphia; the California Hall (now named Wisconsin Home); and Ontario Hall (in 1961, the last new residence constructed for 30 years). The Campanile received a renovation for the first time since its construction in 1922. This decade also witnessed the demolition of some of the oldest buildings on campus - Purity, Aid and Progress Halls, which were originally chicken coops before being converted to boys' residences (located in the vicinity of the new Ontario Building).

The decade of the 1950s saw most fraternal and non-profit organizations moving towards isolation and internal focus due to the trend of increasing governmental intervention, and the Moose and Mooseheart were no different. In seeking control in a less innocent world, Mooseheart not only restricted off-campus activities as mentioned previously, but 1955 also marked the last time that the "Red Ramblers" football team traveled across the country to play opponents. 1954 also saw the first Mayor of Mooseheart, along with a City Council. Although the Mooseheart student population was decreasing significantly throughout the 1950s, in 1961 the Fowler family (mother Mabel and her 14 children), from Ontario, were admitted to Mooseheart, representing the largest family in the history of the Child City.

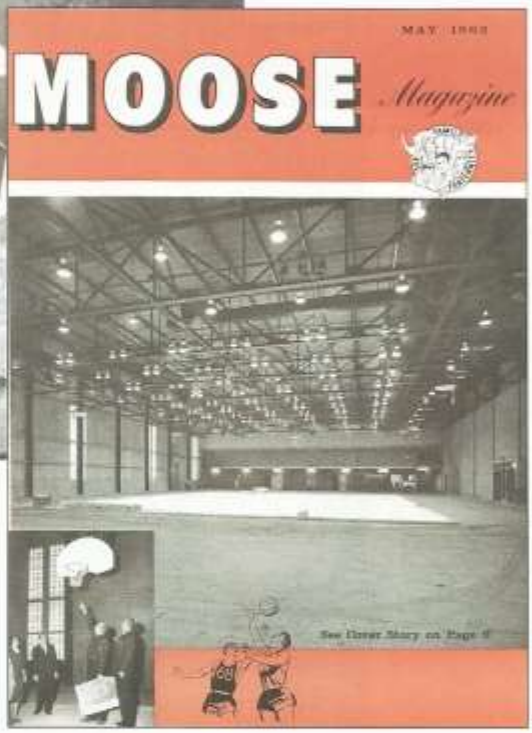
**Mooseheart acquired a "satellite" facility in 1957, when Supreme Councilman Harold Ross donated to the Moose fraternity 89 acres of hilly, wooded property just to the south of his hometown of Mt. Morris, Illinois. Three years later, in the summer 1960, it was christened "Camp Ross," which generations of Mooseheart children have now enjoyed for more than a half-century.**

In 1957, Mooseheart received perhaps its most generous gift from an individual, when Supreme Councilman Harold Ross deeded to Mooseheart a rolling, wooded tract of land comprising 89 acres near Mount Morris, Illinois. The land, known thereafter as Camp Ross, has been enjoyed by the Mooseheart children for more than 50 years. Over years, improvements were made to enhance the enjoyment of this beautiful property, including purchase of more than 50 additional acres, sleeping cabins (including upgrades in the '90s to allow year-round stays), a dining and recreation building (funded by the Mooseheart Alumni Association), an outdoor swimming pool, a Chapel, and several other buildings.

Camp Ross features an outdoor swimming pool (above), six cabins that sleep 12 campers each, a "mess hall" for eating, a chapel and several other buildings. Natural features include several large, level grassed areas (for recreational activites and games), a creek, a lake, miles of hiking trails and beautiful pine forests.

# 1963-1973

## *Shifting With Society*




**For Mooseheart's first 50 years, it was impossible to hold any gathering of more than 1,100 or so indoors -- because that was the maximum capacity of the largest structure on campus--the 1919 Roosevelt Auditorium. However, in 1963 that changed, when the fraternity raised $600,000 (about $4.4 million in 2012 dollars) to build the Mooseheart Fieldhouse.**

**Unlike its 25th anniversary of 1938,** which Mooseheart observed during a period of severe belt-tightening, the Golden Anniversary of 50 years in 1963 seemed expansive and flush.

The previous dozen or so years had seen the completion of the magnificent House of God in 1950; a sleek $1 million new school building in 1954, modern new residence halls including Penn Hall, California (now Wisconsin) and Ontario; and the creation in 1957-60 of the aforementioned rustic student vacation retreat, Camp Ross.

In 1963 there was more: a cavernous, modern Fieldhouse, built at a cost of $600,000 ($4.4 million in 2012 dollars) to host basketball games and other indoor athletic events. It was ingeniously connected to the 1940 football stadium by a soaring, glassed-in foyer, named for the late Director of Membership Otto Meyers. The Mooseheart Alumni Association paid for the scoreboards, and the Moose Legion funded the air conditioning system.

The new Fieldhouse was large enough to hold up to 4,000 people for events such as Mooseheart High School Commencements and even International Convention sessions.

1963 was the first year Commencement exercises were held in the Fieldhouse. Since that time, the Fieldhouse is usually packed with students, teachers, staff, stude families, and visting Moose members for the emotion-filled graduati

Although commencement programs are typically the penultimate event at most high schools throughout America, at Mooseheart, Commencement means so much more than receiving a high school diploma. This is the day that the senior class members, many who came as young children and know no other home, leave campus and say goodbye to their Mooseheart "family". There are few dry eyes in the house during the Commencement program - including students (graduating and underclassmen), teachers, staff, students' families, and, especially, visiting Moose members, who get a unique view to the end product of all their hard work, generosity, caring and love. So much emotion goes through the hearts of the graduating seniors: perhaps hoping their departed parents are looking down proudly on them, perhaps nervous about entering the "real" world, or perhaps excitement to go make their mark on the world. But, definitely, grateful for Mooseheart and the second chance at life it offered to them and their family. Following Commencement, some will go to college (thanks to the further generosity of the Moose), some will enter the armed forces to defend their country, and others will enter the workforce immediately (thanks in large part to their vocational training). But, where ever they go and whatever they do, they will always be part of a very special Mooseheart family. They entered to learn, now they leave to serve - just as the founders of Mooseheart envisioned. And every so often, some very special alumni, choose to return home to serve at Mooseheart.

In 1963 in the new Fieldhouse, Mooseheart and the Moose fraternity experienced the start of about three years' worth of star-studded spotlight, shining with an intensity that it hadn't previously experienced.

That spotlight was generated by perhaps the biggest man in television at the time: comic, actor, and producer Danny Thomas. Thomas had starred for more than a decade in the top-rated sitcom "Make Room for Daddy," and also was the originator and/or producer of other highly successful comedy shows such as "The Andy Griffith Show," "The Dick VanDyke Show," and much more.

But none of that was the reason he approached the Moose, or was Mooseheart's most famous visitor during the Golden-Anniversary celebration (which was also the 75th anniversary celebration of the Loyal Order of Moose).

Hollywood star power made the 1963 Convention, held at Chicago and Mooseheart on the occasion of the Child City's 50th anniversary, even more special. Danny Thomas--at the time one of the biggest stars on television (featured in the long-running comedy show "Make Room for Daddy"), and one of its most influential producers--was a Moose member at Indianapolis Lodge No. 17. He had founded St. Jude's Children's Hospital in Memphis in 1962, and approached Moose leadership about the prospect of becoming significantly involved with St. Jude's efforts on a long-term basis. He spent several days at both the 1963 and '64 Conventions, and persuaded Director General Paul Schmitz to take the 1965 Convention to Los Angeles, where Thomas served gratis as Entertainment Chairman--ensuring that Convention-goers got big-name Hollywood entertainment every night.

One of the young stars that Thomas brought with him to Mooseheart in summer 1963 was 16-year-old Patty Duke. During her visit, Duke charmed preschoolers in Mooseheart's Baby Village, and visited other older children.

The reason was what Thomas had done the previous year, 1962: He founded and chartered the St. Jude's Children's Research Hospital in Memphis. As a struggling radio actor and nightclub comic in the 1930s and '40s in Detroit and Chicago, Thomas had made himself a vow: that if he ever found financial success, he would open a shrine to St. Jude Thaddeus, the patron saint of lost causes. He wanted St. Jude's to get off the ground quickly to become a leader in researching and treating cancers prevalent in children. What better partner for such an endeavor, he thought, than the Moose organization that had been taking in children in need for a half-century? He had recently joined the Moose, somewhat halfway between his hometown of Detroit and Mooseheart—at Indianapolis Lodge No. 17.

At first, meeting extensively with Director General Schmitz, Thomas agreed to visit Mooseheart and serve as a "big-name draw" for the '63 Convention. In return, Thomas would get a prominent stage to talk at length about his dreams for St. Jude's. Of course, he was a huge hit. Thomas maintained, and sought to deepen, his relationship with Schmitz and the Moose.

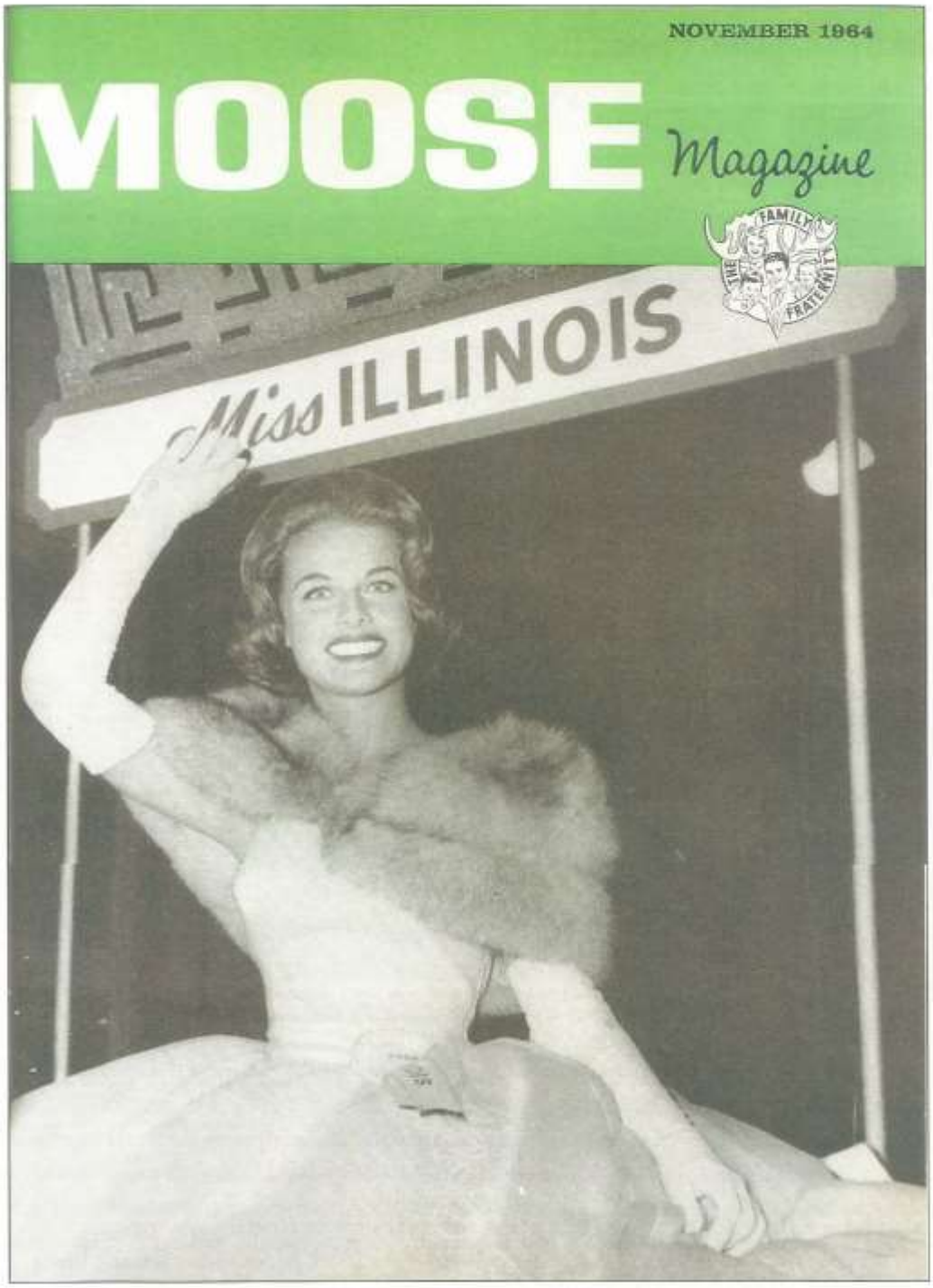
Meanwhile, Thomas spread the word in Hollywood about the Moose and Mooseheart. Also visiting Mooseheart in '63 was 16-year-old Patty Duke, fresh from picking up her Best

**Mooseheart has always had a strong tradition of music education, including a choir (right) and a concert band (below).**

Supporting Actress Oscar for "The Miracle Worker"; in '64, Jerry Lewis spent two days. (Lewis too came with his own agenda; he was just beginning his work with the Muscular Dystrophy Association, though the annual Jerry Lewis Telethons were still several years away.) And in '65 Frankie Avalon visited campus. Thomas had also headlined the Los Angeles International Moose Convention with big stars of the period such as Dennis Day, Buddy Hackett and Avalon.

In 1966, Thomas asked the Moose fraternity to agree to take on St. Jude's as a permanent endeavor, on a par with Mooseheart and Moosehaven. Schmitz and the Supreme Council considered it but, not wanting to take the chance of diluting the fraternity's resources, Schmitz told Thomas "we're sorry, but no." He and Thomas shook hands and parted company on good terms—but Thomas never again appeared at an International Moose Convention.

During this period Mooseheart generated a bit of its own star power as well. In 1964, Patricia Quillen of the Class of 1961 entered and won the Miss Illinois Pageant, going on to compete that September in the Miss America Pageant in Atlantic City. The Moose fraternity assisted her generously with clothing and other expenses.




**Patricia Quillen, Mooseheart Class of 1961, was crowned as Miss Illinois in 1964 and participated in the Miss America Pageant. Nineteen years later, Wendy Wagner of the Class of 1979 was Miss Wisconsin in the same pageant.**

In relatively close succession, a year apart, Mooseheart lost its two aged spiritual leaders in 1966 and '67. Passing first was Msgr. John Laffey on Jan. 15, 1966 at age 82. Laffey had been at Mooseheart for 47 years—gaining recognition throughout the Midwest as the first Catholic cleric in the U.S. to celebrate Mass on radio—doing so over WJJD-AM 1160 beginning in 1926. Another priest had been helping Laffey at Mooseheart during his last two years.

Then on May 27, 1967, Rev. C. Donzel Payne died at age 73. He, too, had had help from other ministers during his last couple of years. Payne served for 41 years; as previously noted, he and his wife Allene had raised three children on campus, and all three had gone through school at Mooseheart.

On March 16, 1968, Mooseheart and the fraternity lost an even bigger giant, as its first Superintendent, Rodney Brandon, died at age 86. One of the original five Moose Pilgrim Degree holders from 1918, Brandon officiated as Pilgrim Governor during the 39th Pilgrim

# Msgr. Laffey, Mooseheart Chaplain, Passes On

† † † † †

*THERE was much sadness January 15 on the Mooseheart campus for the beloved Child City Catholic Chaplain for more than 44 years—Monsignor John J. Laffey had passed away. He was 82.*

† † †

MSGR. JOHN J. LAFFEY

Born in Providence, R. I. on Nov. 8, 1884, he attended the grade and high schools of that city. In 1900 he entered LaSalle Academy in Providence for preparatory studies. From LaSalle, he studied at St. Bernard's Seminary, Rochester, N. Y.; St. Mary's Seminary, Baltimore, Md.; and at the Sulpician Seminary at the Catholic University, Washington, D. C.

Monsignor Laffey was ordained into the priesthood on May 18, 1918 in the Cathedral at Fall River, Mass. He was assigned to the Rockford, Ill. diocese and served as a curate at Savanna, Ill., before being assigned to Mooseheart. This assignment was effective April 3, 1919.

So far as is known, Monsignor Laffey was the first secular priest in the United States to broadcast Mass and a sermon every Sunday in the year over a commercial radio station. This he did with the opening of the Mooseheart station, WJJD, in 1926, terminating the service when the Moose sold the station to other interests.

Because of his devotion to the religious education and spiritual needs of the Catholic children, his appointment to Mooseheart [illegible] been renewed over the years, was elevated to the position Monsignor in February, 1956.

A member of Aurora [illegible] Lodge No. 466, the Moose had conferred its highest degree, the [illegible] gram Degree of Merit, on Monsignor. He was also an honorary Supreme Prelate. He genuinely loved by the Mo[illegible] heart children until his home a "must" stop for return[illegible] alumni.

## Msgr. Laffey Mourners Overflow House of God

† † † † †

Funeral services for Father Laffey were held Jan. 18 at the House of God.

A total of 11 monsignors and 100 priests attended the pontifical requiem Mass. All Mooseheart students from grades 7 through 12 attended the funeral. Younger students viewed the body before the services. The Church was filled to overflowing.

Most Rev. Lorne T. Lane, Bishop of the Rockford diocese, celebrated the Mass. Msgr. Louis J. Franey, V.G., was the assistant priest, Rev. Edmund Pettit was deacon and Rev. Phillip Keen[illegible] sub deacon. Deacons of h[illegible] were Rev. Edward Mefsaros Rev. Charles Becker.

Father Becker succeeded M[illegible] Laffey as chaplain last year.

The eulogy was given by Rev. Msgr. William J. Dono[illegible] pastor of Holy Cross Church Batavia, Ill., and first Mooseh[illegible] Catholic chaplain.

Pallbearers were Dr. Will[illegible] Blackburn, an Aurora, Ill. p[illegible] sician and friend of Msgr. Laf[illegible] and five Mooseheart graduat[illegible] Harry Childress, Nick Kernasi[illegible] John Silver, Thomas Mulligan Joseph Kalman.

Monday evening, Jan. 17, [illegible] priests recited the Cath[illegible] church's Office of the Dead. [illegible] attendance were 36 members [illegible] the Pilgrim Degree of Merit [illegible] official regalia. Contributions [illegible] Father Laffey's memory may [illegible] made to the Moosehaven Hea[illegible] Center; the John J. Laffey Moo[illegible] heart Scholarship Fund or [illegible] House of God Fund.

Mooseheart House of God

14

**After serving together as Mooseheart's spiritual leaders for more than 40 years, Msgr. John Laffey and Rev. C. D. Payne died within 16 months of each other in 1966 and '67.**

# Rev. C. Donzel Payne Dies–Age 73

## *Served 41 Years as Mooseheart Protestant Chaplain*

By RAY SEYMOUR

IT was on January 1, 1926, that Reverend C. Donzel Payne, a young, ambitious and talented minister became the Protestant Chaplain at Mooseheart. His years of seminary training plus the pastoral experience of pulpits in several communities made his selection a happy choice.

A chaplaincy at Mooseheart presents an entirely new challenge to any minister in that it affords a multitude of fields peculiarly associated in doing God's work. It's so different from the format provided other clergymen. Chaplains at the Child City are almost on duty—in one sense or another—on a 24-hour basis.

All of which brings to this reporter the sad duty of informing the membership of the Loyal Order of Moose that venerable and beloved "Don" Payne passed away last May 28 after serving 41 years in his religious duties on the Mooseheart campus. He was 73 years of age, born Nov. 20, 1893, in Ross county, W.Va.

Reverend Payne had been in rather poor health the last few years and officially terminated his pastoral functions Jan. 1, 1967, and was succeeded by the Reverend William Shore. Nevertheless, his keen interest in his "girls and boys" on the campus continued to his last days.

At every Mooseheart Homecoming there was a steady stream of Mooseheart alumni visiting Reverend Payne and his exceptional helpmate—Alleen . . . not as a duty but as a delightful opportunity to pay grateful respects to the Paynes for the many expressions of kindness tendered them as mere youngsters in residence at the Child City. None can ever receive a higher tribute!

One of the finest displays of mutual admiration which exists among the religious leaders at Mooseheart was evidenced when

Rev. Payne . . . as he appeared in his pastoral robes

† † † † † †

Father Charles Becker, resident Catholic Chaplain, participated in the final rites with Protestant Chaplain Shore. To this reporter Father Becker seemed to be a most fitting "stand-in" for the late Monsignor John J. Laffey. Reverend Payne's close friend and colleague as Catholic Chaplain, who died in January of 1966, after serving 41 years at the City of Children.

Next to the oldest in a family of nine children of a West Virginia Methodist minister, the Rev. Payne earned a bachelor of arts degree from Western Maryland College in 1914 and was graduated from the Westminster Theological Seminary in Westminster, Md. in 1917.

He was ordained to the ministry in 1917 and was assigned his first pastorate at Point Marion, Pa. This pastorate was of short duration, however, because he enlisted in the armed forces as a chaplain and attended Chaplain's School at Camp Taylor near Louisville, Ky.

Rev. Payne was commissioned a chaplain with the rank of first lieutenant and was shortly thereafter assigned to the American Expeditionary Forces. He saw action in several battles including the St. Mihiel drive and the Meuse-Argonne offensive.

Discharged on July 16, 1919, he was assigned to a pastorate at Grafton, W.Va., in August, 1919. On Dec. 1, 1920, he attended a call from the Beechwood Boulevard Methodist Church in Pittsburgh, Pa.

His widow, Alleen survives and their three children, a son Jack Wilmette, Ill.; two daughters Mrs. Nancy Rick, Coldwater, Mich., and Mrs. Donna Howard Barberton, Ohio as well as eight grandchildren, one sister and five brothers.

A member of Aurora Moose Lodge 466, he was awarded the Pilgrim Degree of Merit, the Order's highest degree, and was an honorary Supreme Prelate.

An impressive Pilgrim service on the eve of the final rites was held in the House of God, which "Don" and Father Laffey had much to do with by way of valuable suggestions to the architects and builders. Seventy-nine members of the Fraternity's highest degree were present in full regalia together with many Mooseheart alumni.

Funeral services were also held in the House of God with Reverend Shore in charge. Interment was in River Hills Memorial Cemetery in North Aurora, Ill. Graveside services were conducted by the American Legion.

Rev. Shore's eulogy to Reverend Payne will linger long in the memories of those present at the final services. The Editors of MOOSE MAGAZINE are of the opinion that it comes within the highest [illegible] concept of journalistic guidelines to use excerpts of Reverend Shore's excellent word-architecture as a tribute to one of God's real noble men—truly a great man of the cloth whose unerring insight into the wants and the needs of young

12

Conferral June 10, 1967, but could not attend that year's International Convention.

With the campus enrollment dropping below 400 in 1969, Mooseheart left the Little Seven Conference and joined the Little Eight Conference, consisting of smaller schools, mostly 15 to 30 miles west of the Fox River Valley.

Two longtime stalwarts of the Moose music program stepped down during this period: Jesse O. Ballinger, orchestra director since 1929, retired after 41 years in 1970; and Hal Young, director of voice and the original singer of the Al Melgard song "Just a Little Curlyhead," retired in 1969.

A prominent new structure was erected near the entrance to the campus in 1973: the Museum of Moose History, funded by the Moose Legion. Other additions to campus during this decade included a beautiful swimming pool attached to the high school (funded by the Moose Legion), a new wading pool at Baby Village (constructed, appropriately, in the shape of a heart), and the construction of the prominent Water Tower near the Power Plant.

**In the late 1960s food preparation was moved to the Central Kitchen, fomerly known as Victory Hall. Lunch and dinner meals were prepared and cooked at this facility, and then delivered to each of the homes in vacuum-sealed containers.**

A major change was also implemented in the food preparation service at Mooseheart near the end of the decade. Previously, each hall included a resident cook as part of the household staff, and all meals were prepared in the individual halls. Victory Hall, built in the late 1940s to honor those that died fighting World War II, housed 100 boys until the late '50s, when it was then used as the junior high school gymnasium. In 1969, Victory Hall was converted into a central kitchen facility, where all the lunch and evening meals were prepared and then delivered in vacuum sealed containers to the individual halls. Over the next few years, the cooking staff from the individual halls (mostly comprised of mothers of students) were removed and transitioned to other staffing assignments on campus. In the 1990s, budget restraints forced Mooseheart to outsource the food preparation service to an outside vendor (although still performed in the on campus Central Kitchen). In 2008, nearly 40 years after removing the cooking staff from the halls, the central food preparation service would be discontinued, with the shopping and food preparation returned to the homes (now performed by the Family Teachers and students).

By 1973, Mooseheart's enrollment had dipped to 350. There was a reason—which Mooseheart's leadership would tackle and deal with, with mixed success as the decade of the 1970s reached its midpoint.

Mooseheart Homecoming is more than just a game. It is a weekend of activities for former graduates to come "home" and visit with their Mooseheart family, past and present. Activites include a Friday night pep rally and bonfire, a Saturday football game and traditional crowning of the homecoming court, and a Mooseheart Alumni Dinner.

# 1973-1983

## *Accommodating Different Tragedies*

**By the early 1970s the Mooseheart Hospital, built in 1919, had long become outdated as a legitimate medical facility, and indeed any student requiring hospitalization would be sent to any of three different Aurora, Illinois hospitals. However, there was still a need of a medical facility on campus for isolation of children with communicable illnesses, or where they could rest comfortably with monitoring from professional nurses while convalescing from minor maladies. Thanks to the Women of the Moose, the new Mooseheart Health Center was built and dedicated in June 1974. It served its function for 25 years until a more modern facility was built on Mooseheart Road. The Health Center was renovated in 2004 as the new Mooseheart Administration Building.**

**As Mooseheart neared its seventh decade,** America was transfixed by the growing Washington scandal known as Watergate and concerned about other global events, but Mooseheart Superintendent Ketz and Director General Schmitz were focused on a reality that could be ignored no longer: the basic admissions philosophy and policy under which Mooseheart had operated for its first 60 years were becoming less compatible in a fast-changing world.

Davis, Brandon and the Moose fraternity had built Mooseheart and had grown the fraternity into its giant proportions basically on the idea of Mooseheart as an amazingly inexpensive life insurance policy: For about $6 annual dues in the early days (which had increased to $20 to $30 a year by the '70s), a husband and father who was his family's sole or primary breadwinner could rest easy, knowing that if he died prematurely or was disabled, his widow could choose to take their children to Mooseheart, where she could live and work in comfort, and where the children would be housed, clothed, fed, trained in a vocation, and educated—and receive a college scholarship if they were academically deserving.

***Robert Hanke***
***Superintendent***
***1974-1980***

**The Student Recreation Center was completed in the 1970s with the purpose of providing the children a place outside of the homes and school to enjoy. Activties offered included a bowling alley, video games, concessions, movies, dances, and more.**

By the early '70s, though, three large changes were occurring in North America, economically and culturally, and it had become obvious that they were permanent.

First, the insurance industry had developed both term and whole-life conventional insurance policies that most workingmen could afford—or which were provided through their employers.

Secondly, most young families now had both parents increasingly working outside the home—which not only meant that most of these families could now afford those life-insurance premiums, but also that if the husband died prematurely, there would still be an income and the family could, more often than not, remain intact in their home with Mom and kids. It wasn't easy, but in increasing millions of families, it was doable.

These first two economic/cultural changes directly contributed to Mooseheart's plummeting enrollment numbers—despite the fact that Moose membership was on one of its longest-ever sustained growth periods (a gain in membership every year from 1962 through 1980). The families who could qualify to go to Mooseheart, under the original policy (as well as often-accommodated variations such as a widower father sending his children to Mooseheart after Mom had died prematurely) simply no longer needed Mooseheart.

Thirdly, though, was the cultural change which meant that Mooseheart was still very sorely needed by North American society: the decline in dominance of the classic nuclear family of Mom, Dad, Junior and Sis.

More and more millions of children all over the continent were living with divorced mothers. And indeed, more millions of children were being born to women who had never married the fathers of their children. These fathers, in many cases, weren't likely to be Moose members in good standing. Such families are usually in desperate trouble, and and many badly needed what Mooseheart had to offer. But, under the existing rules they weren't eligible.

In 1972, the Mooseheart admissions policy was expanded to consider families whose father didn't belong to the Moose. There followed several tweaks and variations over the following 22 years—but basically, admissions to Mooseheart would now be considered on a case-by-case basis, with applications for admission still handled through Lodge offices; generally there still had to be some member of the extended family who was a member of the Loyal Order of Moose or Women of the Moose—be it an uncle, aunt, grandparent, etc. Indeed, by the first decade of the 21st century, more than a third of Mooseheart's student body would have grandparents who had stepped in to take guardianship when young parents were unable or unwilling to responsibly rear their children. Such grandparents often had neither the financial resources or physical energy to raise a second family; hence Mooseheart as a solution. Finally, in 1994, the Supreme Council would take the next step: while children from families with Moose member(s) would always have first priority, applications for admission would be

**In the 1970s, Superintendent Hanke and Recreation Director Zaininger created a formal recreation program for the children, including the popular summer "Play Week" campus-wide competition.**

accepted from any family whom Mooseheart was equipped to help.

When Walter Ketz decided to retire at age 62 in summer 1974, the choice to succeed him could not have been more familiar with, or familiar to, the Mooseheart campus: Robert Hanke—who had graduated with the Mooseheart Class of 1931, and who had returned in the late 1930s as a teacher, coach, principal, and administrator.

Fittingly, as a former student himself, many of Hanke's longest-lasting contributions as Superintendent involved improving the quality of life for the students at the Mooseheart campus and cautiously expanding their experiences off campus. Hanke appointed Robert Zaininger, himself a 1965 Mooseheart graduate who returned to the campus after college as a teacher and coach, as Director of Recreation.

Together, Hanke and Zaininger created a new Student Recreation Center, renovating the first floor of a building that was constructed in the early 1920s to first house over 200 boys, then became the High School from 1937 through 1954, and was finally used for administrative support offices from 1955 to 1972. The Student Center grew over the years from a simple place for students to "hang out" for a couple of hours on the weekend into a fun place with something for almost everyone to enjoy (video games, bowling alley, concessions, movies, dances, etc.) most days of the year. Ten years later, the second floor of this building would be renovated to create the Herbert W. Heilman Physical Fitness Center (named in honor of yet another Mooseheart graduate who returned home to serve), complete with exercise and weight lifting equipment.

A formal campus recreation program was also implemented at this time which included organized events throughout the entire year, such as swimming and boating in the summer, snowmobiling in the winter, roller skating in the newly renovated Illinois Physical Education Building, hobby and interest clubs, expanded activities at Camp Ross, and the immensely popular summer "Play Week" program (where students would compete in a wide variety of events). In tandem with the on-campus activities, Hanke and Zaininger also began a series of off-campus events, including chaperoned trips to local amusement parks, movie theaters, shopping centers, Moose Lodges, and even professional sporting events.

***Robert Zaininger***
***Superintendent***
***1980-1981 (interim)***

The summer recreation program included many events, such as this bicycle race around campus.

Hanke also focused on some important physical improvements on campus during the 1970s, including the construction of the new Mooseheart Health Center (to replace the outdated 1919 Hospital), a cabin and pavillion by the Mooseheart Lake (and rebuilding of the dam and fishing dock), a new Horse Barn and Tack House, and the Ketz Memorial Chapel at Camp Ross (named in honor of his predecessor).

During Hanke's tenure, Mooseheart students not only continued to receive the education and vocational training envisioned by Davis, but they also began to experience a quality of life normally not afforded to those that had suffered such tragedies. For the Mooseheart children of the 1970s, accommodating different tragedies, Hanke, who provided a lifetime of service to his beloved Mooseheart, was the right man at the right time. Unfortunately, his tenure as Superintendent lasted just six years; he died of a heart attack August 8, 1980 at age 69.

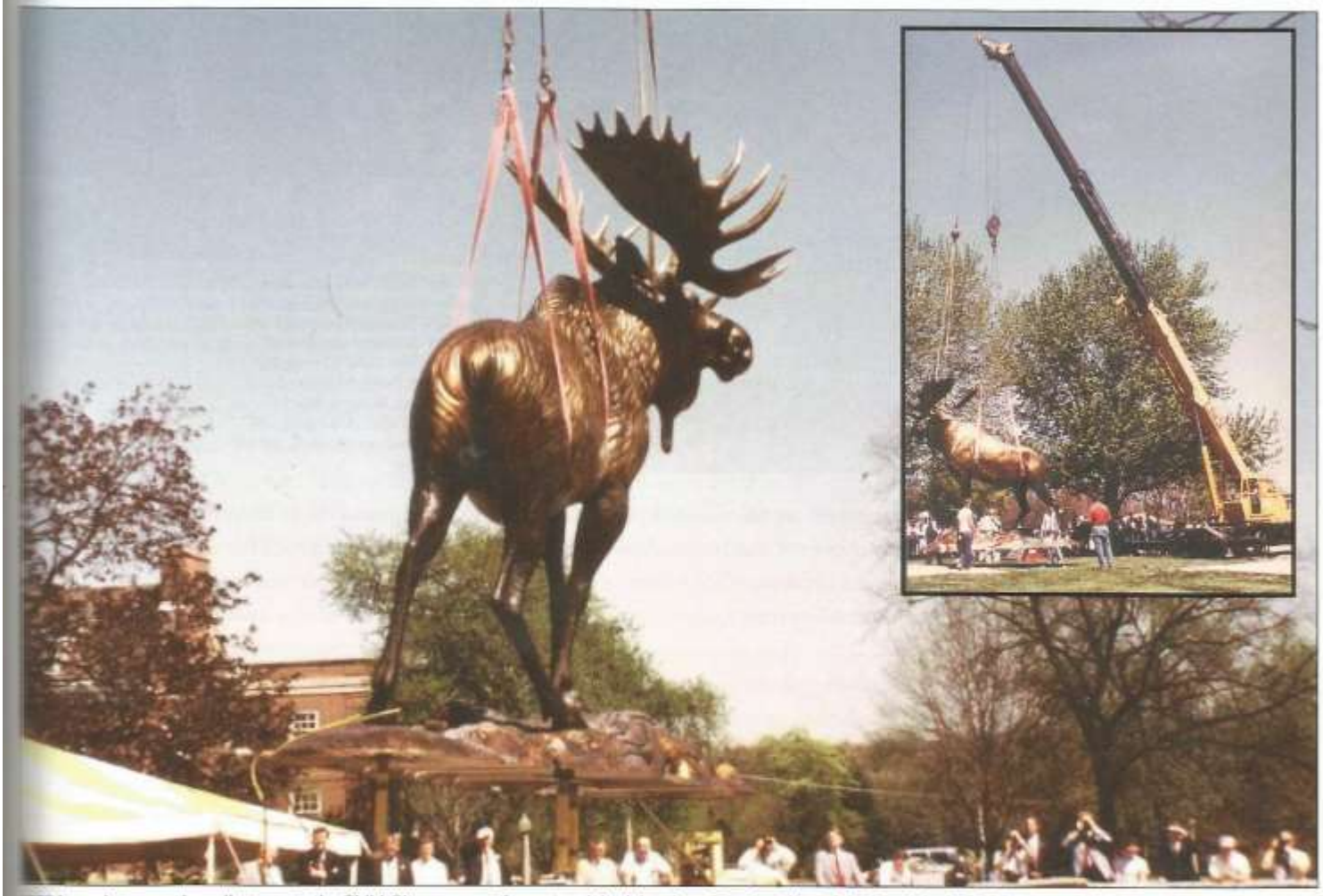
Succeeding Hanke on an interim basis for five months would be his top assistant, 33-year-old Robert Zaininger. In February 1981, Dr. Michael Sestak, who had previously served the large West Aurora School District as an assistant superintendent for business, was hired as the ninth Superintendent of Mooseheart.

Following the tumultuous 1970s, American society as a whole would change dramatically in the 1980s, and Mooseheart was no exception. During the first years of the new decade, Mooseheart began the process of modernizing several aspects of home life (including washer/dryer units in each home, and discontinuing the central laundry operation), attempted to keep pace with technology (including closed-circuit television system and the creation of a Computer Science course at the high school), and struggled to effectively maintain an aging infrastructure (much of it now close to 70 years old) within the limits of operational budgets.

During these years, as was necessary to keep pace with a constantly changing world, Mooseheart did indeed undergo some significant changes. However, some important traditions at Mooseheart remained unchanged: The Red Ramblers remained competitive in most sports despite declining enrollments. The NJROTC program (led by Commander Jesse DeLoach, Mooseheart Class of 1948) remained a vital part of the Mooseheart curriculum, including winning the prestigious Admiral's Cup in 1981. The Scouting program continued to produce young men earning the rank of Eagle Scout (the Mooseheart Boy Scout program includes over 50 Eagle Scouts). The College Scholarship Program, started in 1919 to provide deserving Mooseheart graduates with assistance in obtaining a college education, remained an important component in enabling children to **"Enter to Learn, Leave to Serve".**

# 1983-1993

## *Starting to Build Anew*



**1988 brought two major milestones to the Child City campus—the centennial celebration of the founding of the Loyal Order of Moose, and the 75th anniversary of the founding of Mooseheart. To commemorate the fraternity's centennial, the Order's leadership commissioned a larger-than-life bronze sculpture of a bull moose with full antlers, majestically surveying his surroundings. The sculpture, created by Gerald Balciar, was dubbed "Centennial."**

**Herbert W. Heilman, after 17 years running the Membership Department,** had succeeded Paul P. Schmitz as the fraternity's Director General in April 1974—the first Mooseheart graduate to serve as the Order's chief executive. After ten years, the Supreme Council went to the other extreme for his successor. Not only not a Mooseheart alumnus, but not a Moose staff officer—for the first time since, well, Jim Davis. Paul J. O'Hollaren moved from his native Oregon to take office on Jan. 1, 1984, after a career as an insurance-company attorney. He'd been a Moose member since 1958, had risen to the Pilgrim Degree just eight years later in 1966, and had served as Supreme Governor in 1978-79.

On O'Hollaren's mind as he assumed command that snowy January, indeed throughout his decade as Director General, were two things: the fraternity's public image, and modernization of its two campuses—primarily at Mooseheart.

Unlike some of his more thrifty predecessors, O'Hollaren quickly showed that he thought big, and that he wasn't afraid to invest the fraternity's money when he thought there could be a positive return. He led the Supreme Council to spend on public-relations professionals

***Michael Sestak***
***Superintendent***
***1981-1991***

In April 1988, Director General Paul J. O' Hollaren (right), Director of Membership Jay Stoehr (left), and future U.S. House Speaker Dennis Hastert (center) happily witnessed the unveiling of "Centennial", a 16-foot tall statue of a bull moose.

On dedication day, May 28, 1988, Director General Paul J. O' Hollaren was joined by "Centennial's" sculptor Gerald Balciar (right of podium), Batavia Mayor Jeff Schielke (far right) and Congressman Hastert (left of podium).

in Chicago and government-relations professionals in Washington DC, to help make the biggest possible splash of the Moose fraternity's 100th anniversary in 1988. He sent that year's Supreme Governor, Norman Schneider of New York, on an extensive cross-country media tour, and he led the Supreme Council to commission a stunning 100th-birthday monument to the Order: a larger-than-life, 16-foot tall bronze statue of a bull moose with full rack, to be placed on a polished-granite plaza front-and-center right inside the main Lincoln Highway (now Illinois Route 31) entrance to Mooseheart. It was named, appropriately, "Centennial."

As to the concept of modernization, O'Hollaren was willing to take the heat from the traditionalist Degree-holders in the Order by taking away their old-fashioned Moose Legion "tah" headgear and black Pilgrim robe (actually a gold-trimmed black satin cape), to be replaced with color-coded blazers for each fraternal Degree.

But that was easy part—at least the less-expensive part. Through a program beginning in 1985 that was dubbed "Fraternalism in Action," he sought to start raising millions to modernize the Mooseheart campus, both the aging infrastructure and residential Halls. First was an extensive remodeling in 1987 of the Supreme Lodge Headquarters building, which inside still looked pretty much the same as it had when it had been completed in 1956. Then attentions were turned to Mooseheart's student residences—the newest of which was built a quarter-century before, and most of which still had furniture and fixtures from the '50s.

"I want every child at Mooseheart to live in a space that is as nice as any private home," O'Hollaren said, and then set out to make that happen. He wanted new student residences that did not look at all "institutional." His new Director of Property Management, Dan DeBruycker, said, "Our thinking is, if a couple happened to have a very nice income, and also had 10 or 12 kids, what kind of house would they build?" The first of the new residences, West Virginia, completed in early 1991, set the tone: A master suite with sitting area for a caregiver couple, a large kitchen, dining room and family room, and six bedrooms for two students apiece, each with a sink and vanity and each with a drywall partition providing privacy for each individual student. It was a far, far cry from the "barracks"-style sleeping arrangements

West Virginia Home

New York Home

Illinois Home

**In 1990, at Director General O'Hollaren's urging, the Mooseheart Board began an ambitious 15-year program to construct new homes and extensively renovate existing homes. The program began with the construction of the new West Virginia Home in 1991, the temporary closure and full renovation of the stately New York Home in 1992, and construction of the Illinois Home in 1993.**

of the Mooseheart of decades before. Over the ensuing 15 years—a period outlasting both DeBruycker (who left the organization in 2001) and O'Hollaren (who retired in 1994 and died in 2002)—similarly sized, brand-new residences were built in the names of, and largely funded by, the Moose Associations of Michigan, Illinois, New Jersey, Maryland/Delaware/DC and North Carolina; and full, down-to-the-studs renovations were done on the residences "adopted" by more than a dozen other Associations. As of 2006, every student at Mooseheart (and their caregivers) lived in residential space that had been either constructed, or fully renovated, since 1991.

The infrastructure improvements, Centennial Plaza, and new construction of residences weren't the only major changes happening on campus during this decade of "building anew". Implementing sweeping modernization of student policies directed by the Mooseheart Board of Governors (now called Board of Directors, and always in the background ensuring Mooseheart's smooth operation and long-term sustainability), Sestak began to make real changes in the lives of the students. These sweeping changes included: continued expansion of admissions; modification of the discipline philosophy (moving away from the traditional "Farm" and "Special" negative reinforcement programs) to a more modern positive, rewards-based program; and setting up a program that, for the first time since the 1950s, allowed students to return home to their guardians for short periods of time (Christmas holidays, spring break, and summer vacations).

In an effort to enhance their overall education and expose the Mooseheart students to other cultures, a student exchange program with Great Britain was created. Additionally, an international student trip program was started in 1987, when several Mooseheart students visited Great Britain, one of those stops being a home in Tredegar, Wales—the birthplace of James J. Davis. In the years that followed, students were taken to other countries, including Russia, Denmark, Switzerland and other European countries. In recent years, foreign students from as far away as Africa have been admitted to Mooseheart, enhancing the diversity of the student body and providing an opportunity for the whole community to experience foreign cultures.

Perhaps the greatest impact to the lives of the students at this time (and perhaps the members of the participating Moose Associations) was the establishment of the Senior Class Trip program. Up to that point in the history of Mooseheart, there were only limited interaction between the visiting Moose members and the students of Mooseheart (brief

**The Mooseheart Class of 1984 poses in front of Monticello during the first senior class trip to Virginia (above). This successful trip set the stage for subsequent trips to other states, including the first visit by Mooseheart children to Moosehaven in 1989 (right).**

visits during graduation ceremonies, conventions, Association Days, etc.). However, in 1984, the Virginia Moose Association sponsored an eight-day trip for the senior class to visit Washington DC and the Commonwealth of Virginia. The senior class traveled by train to DC and were picked up in a brand new bus (donated by the Association) and toured many historical sites and numerous Lodges throughout the state with a group of Moose members. However, the greatest part of the trip was the opportunity for the students to spend an extended period of time with the wonderful men and women of the Moose who traveled with them during the trip. For the students, that trip became the defining moment of their lives at Mooseheart, and gave them an unprecedented sense of appreciation of all that Moose members do for the children entrusted to their care. The trip also seemed to have a similar effect on the Moose members who accompanied the students, as relayed by then Virginia State Director Charles Brice: "The highlight of my lifetime, in and out of the Moose, is now and forever will be the eight wonderful and delightful days spent with the 1984 graduating class of Mooseheart."

That highly successful trip set the stage for additional senior class trips sponsored by other Associations like Pennsylvania, Maryland-Delaware, Kentucky-Tennessee, Massachusetts-Connecticut, Florida, West Virginia, and New York. Today, it is commonplace for an Association to sponsor a trip (brief or extended) for a Mooseheart residence, sports team, or other group. This interaction between Mooseheart students and Moose members has enriched the lives of all involved.

Other significant events occurring at Mooseheart included a resurgence in the success of the football team (including consecutive undefeated seasons and playoff appearances), student participation in the Youth Conservation Corps program at Yellowstone National Park, and the inaugural Youth Awareness Congress (held at the Mooseheart campus).

In the next decade, the construction continued like a juggernaut—but O'Hollaren's successors as Director General, and Michael Sestak's as Mooseheart's Superintendent (he retired in late '91) were to turn their attention instead to overcoming challenges with Mooseheart's system and logistics of care for its students as the 21st century approached.

# 1993-2003

## A New Model of Care, and Financial Stress

Four happy little girls in the third version of Baby Village's central water feature. First in 1922 it was a simple decorative fountain; in the '40s it was rebuilt as an up-to-the-shins wading pool, and ever since the late 1960s it has been the heart-shaped legitimate swimming pool for the little ones -- with the "seal" fountain added in the late 1990s.

**For Mooseheart's first 55 or 60 years,** the mechanism of administering home care to students was pretty straightforward. Nearly every child, or group of siblings, came to campus with a recently widowed mother—who was presumed to possess at least a basic degree of child-care skills. More often than not, shortly after the family was admitted, the mother was promptly assigned to a home (with no more than one of her own children, if any, to prevent any possibility of favoritism), probably with at least one other woman—and was left to serve as surrogate Mom. There was always a Director of Home Care (or other similarly titled position) to supervise, and to make sure the "new lady" knew basically "how things were done here". But largely, the new "housemothers" or "matrons" were left to their own devices. As with any half-dozen stay-at-home moms on any block in America, some Mooseheart housemothers were a bit stricter or more lenient than others. Many Mooseheart alumni of decades past readily acknowledge that, when new caregivers came in—or the children were moved from one home to another as they got older—they had to "adjust" to a new housemother.

This model of home care, as overly "laissez-faire" as it may seem to today's sensibilities,

*Carmen Freda*
*Superintendent*
*1991-1998*

New Jersey Home

Michigan Home

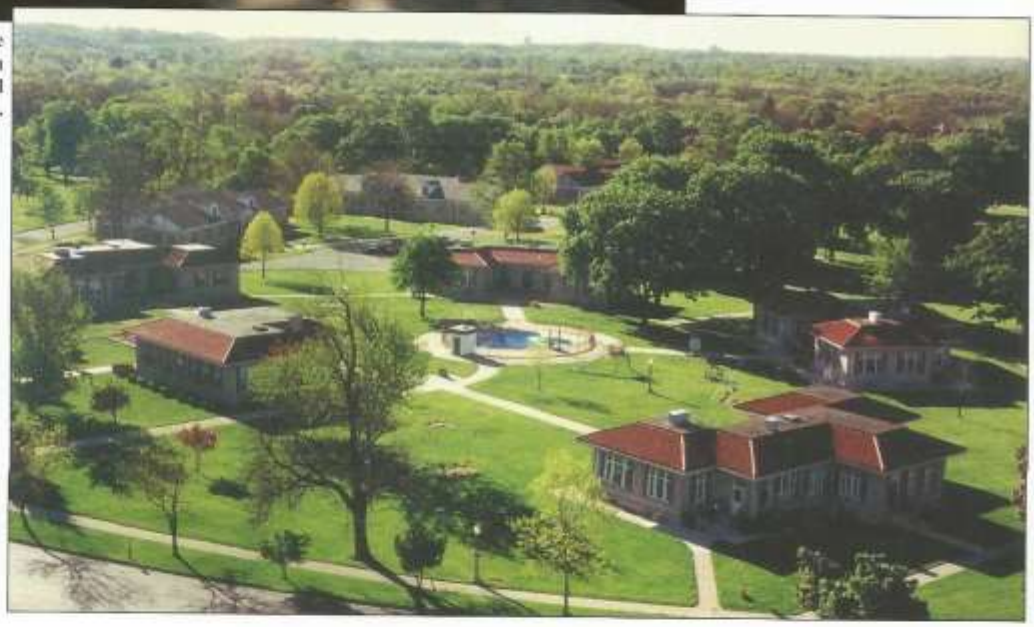
North Carolina Home

**Through the mid and late 1990s, the new-home construction boom at Mooseheart continued full-steam-ahead. After West Virginia (1991) and Illinois ('93) were completed, there followed both Michigan and New Jersey ('94), Maryland/Delaware/DC ('96) and North Carolina ('97). Occurring at the same time were plenty of major home renovations as well, including Washington/Northern Idaho, New England, Tennessee, Ontario, Wisconsin, Minnesota, Kentucky and more.**

seemed to work for more than a half-century. But by the 1970s and '80s, as fewer and fewer mothers came to Mooseheart with their children, the model became obsolete. Increasingly, houseparents had to be hired from the outside. Since the operating budget didn't provide for significant compensation increases, the Mooseheart Superintendents and their home-care managers, had to adjust to this new staffing challenge without increasing expenses. For those hired who lacked previous childcare experience, training was needed, which required more personnel, which strained budgets further.

Superintendent Freda, who had come to Mooseheart in 1971 as a teacher and coach and had risen to become Superintendent in 1991, brought aboard top assistants such as Dale Jones (formerly of the West Aurora school district), clinical psychologist Jim Vicory, and Richard Luger (formerly of Boys Town in Omaha), and did what he could to provide the highest quality staff within the limited budget available to him.

But by late March of 1998, Director General Frank Sarnecki (who had succeeded O'Hollaren in March 1994) had regretfully determined that more radical change was needed.



During the 1990s the Pennsylvania Moose Association funded the full rehabbing of all four Baby Village residences.

Dr. David Coughlin, who had been second-in-command behind Father Val Peter, as deputy executive director at Boys Town, was hired as the next Superintendent. Coughlin eschewed the title Superintendent for the campus' chief executive—changing it instead, with Sarnecki's blessing, to Director of Mooseheart Operations. (The title would be changed by Coughlin's successors to Executive Director.) The head of Mooseheart's school, however, would henceforth be known as "Superintendent of Education."

In setting about making necessary changes, Coughlin said to a hushed gathering in the Mooseheart Fieldhouse, "we must match the courage of the children under our care." He told local news media that he didn't "intend to fix what isn't broken," but added that "caregivers need to be accountable for their performance."

Within weeks, Coughlin, carrying a sure-of-himself demeanor and a disarming, self-deprecating sense of humor, set about installing an entirely new Mooseheart Model of Care—patterned, predictably, after what he had administered at Boys Town, which had never had any great number of children's mothers come in as caregivers. Mooseheart, he said, had always emphasized a loving, nurturing atmosphere for its children. But, he said, "love without

*David Coughlin*
*Director of Mooseheart Operations*
*1998-1999*

In 1995, Jewel Davis Cornell (left) and her husband visited Mooseheart. For Jewel, James J. Davis's youngest child, born in 1926, it was her first visit to the campus since the late 1940s. On Mooseheart Founder's Day, October 27, 2006, Jewel came again to speak to a capacity crowd at the House of God, on the occasion of the 100th anniversary of her father's joining the Moose fraternity, and of beginning its re-birth.

professionalism and tested scientific methods is pure sentimentality," while on the other hand, "the science without the love is pure manipulation. We must have both."

In sessions introducing his new system that summer of '98, Coughlin bluntly and with a confident grin, would say, "I don't know that this is the best possible system—but it's the only one I know how to run."

It asked much, much more of caregivers, who were re-titled "Family Teachers." All conversations with each child were to be documented, with consistent, positive reinforcement to be given for positive behavior. There would be no "ad-libbing," no tempers, no raising of voices. "Basically, we need to be all about catching our children in the act of behaving properly," he said. Every Family Teacher had to use—constantly—a book that had been published by Boys Town entitled "Teaching Social Skills to Youth". Indeed, every child above primary reading level also had to use the book. It consisted of easy-to-read bullet points on mastering 182 basic skills of acceptable behavior—as basic as Following Instructions, Introducing

An overview of a few of Mooseheart's younger students during this period.

Yourself, and Disagreeing Appropriately—and moving to more complex-level skills for slightly older students such as Expressing Empathy, and Laughing At Oneself.

Evaluating each student's progress at mastering all these skills was—and still is—a matter of intense documentation for the Family Teacher, per a system of positive and negative points, all noted on a "point card" for each student.

Though pay rates were significantly increased for them, training was now much more detailed and intense—and ongoing. Some caregivers chafed under all this new paperwork and additional responsibility, and many left. One who stayed said, "No longer will you see folks coming here and saying, 'oh, this is a little job I can do on the side while I go to school,' as some did…this is now a demanding professional position, but ultimately more rewarding, because we're not just babysitting anymore; we're making a difference."

Jesse Frank, who had been a Mooseheart caregiver since 1979 (and is still in 2012), had nothing but enthusiastic praise for Coughlin and his program: "Now we have in front of us, in writing, the tools to teach our children what they need to know. From A to Z. How to greet people; how to use table manners; how to disagree appropriately . . . so that we're all teaching

*Dale Jones*
*Executive Director*
*1999-2000 (interim)*

On the western "backside" of the campus, the beef-cattle barn has for decades served as a identifying sign to the Randall Road thoroughfare. It received an update in 1994 and several other structures at Mooseheart's farm received a good bit of attention and several upgrades in the latter 1990s.

the same things, the same way, all over campus. We love it."

Other programs that Coughlin began included encouraging state/provincial Moose Associations to raise funds to purchase 12- to 15-passenger vans for ultimately every home on campus (a goal that was finally reached after about a decade), "so that Family Teachers can take their household clothes-shopping together, to the movies together, like a regular family."

And with the number of those vans growing, he instituted a requirement which still stands in 2012: All students over age 16 are to be required to seek a part-time job, off campus (if they cannot find a position, they're assigned a job on-campus). Again, it is toward the goal of making the student experience as close as possible to teenagers in a normal family.

Just as Coughlin was hitting his stride installing his program, he was taken down by a medical tragedy. On July 21, 1999, just 16 months into his tenure, he suffered a serious stroke at age 56. As summer became fall, Coughlin was moving well and thinking clearly, but he never regained sufficient ability to speak to continue. Reluctantly, he and his wife Susan retired to

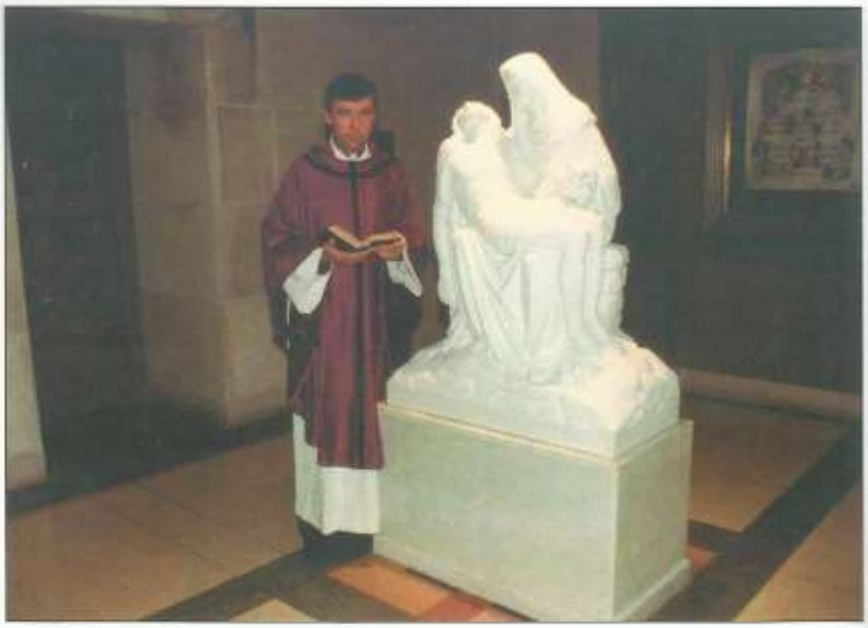
**The bird house at the Mooseheart Farm was refurbished in the '90s, funded by the Kansas Moose Association (top). Ever since its founding, Mooseheart students have always enjoyed the animals at the Mooseheart farm and modern 4-H program.**

their home in Nebraska, and Superintendent of Education Dale Jones was named interim Executive Director.

Coming aboard as new Executive Director on May 1, 2000 after an extensive search was Bobby R. Gilliam, who had spent his career in residential childcare and had been second-in-command at the Methodist Children's Home in Waco, TX. Gilliam honored his predecessor: "David Coughlin has been one of the most renowned minds in residential child care in America. It's clear he assembled a magnificent staff and a wonderful program at Mooseheart."

Almost immediately, though, Gilliam had to run his campus on considerably fewer resources. The "dot-com bust" in 2000, then economic uncertainty that immediately followed the attacks of Sept. 11, 2001, hit Moose investments hard. In his first 18 months as Executive Director, Gilliam had to release 41 employees—a decrease of 15%. The tough decision was made to outsource the long-renowned Mooseheart Dairy and overall farm operation—to shift what recently in good years had been a break-even situation, to a consistent source of leasing income from tenant farmers. The boys' and girls' clothing stores also closed—with Family

***Bobby Gilliam***
***Executive Director***
***2000-2003***



Father Jack Heraty, posing with Mooseheart's replica of Michelangelo's Pieta sculpture at the House of God, served as Catholic chaplain for almost 20 years.

Teachers now given budgets to buy their students clothing at local department stores.

Philosophies, policies, and personnel weren't the only changes experienced at the Child City during this challenging and pivotal decade. Concurrent with the newly constructed residential homes, many homes on campus were renovated to accommodate tougher DCFS requirements. New construction included the Ohio Pavilion (on the former location of the Ohio Building), the Mooseheart Rush-Copley Medical Building (along Mooseheart Road), the Kay Cancie Gymnasium (attached to the High School), and the Paul J. O'Hollaren Centre for Tomorrow (attached to the Museum building). Other improvements included renovations of the four Baby Village residence homes, winterization of the cabins at Camp Ross (to allow year-round use), and renovation in 1995 of the Campanile Building, which was then turned over to the Mooseheart Alumni Association for use as its headquarters and future site of the Mooseheart Museum (separate from the Museum of Moose History across the street).

Father Jack Heraty had been Mooseheart's Catholic Chaplain since 1979, but in 1998 the Rockford Diocese informed Mooseheart that with the worsening shortage of priests, it could no longer spare a resident Chaplain to minister to just the 75 or 80 Catholic students at Mooseheart at any given time. Rev. Thomas Riemenschneider continued as resident Protestant Chaplain (he came aboard in 1989 and continues to serve in 2012), but after '98, Catholic students at Mooseheart would be served by a lay instructor (Michael Zak) and visiting priests from elsewhere in the Fox Valley.

In fall 2002, Director General Ross informed the fraternity that unless finances improved or funds could be raised, Mooseheart would have to consider closing its school operation—all academic, vocational and interscholastic sports functions—and sending the campus' children instead to the Batavia Public Schools to the north (Mooseheart lies completely within Batavia School District 101). Several months later, the leadership of the Women of the Moose announced that, as and if necessary, the WOTM would commit to supplying up to $1 million per year extra to keep the school operating; on March 6, 2003, Director General Ross made the happy announcement that sufficient funds had been raised to keep the school in operation for the 2003-04 academic year.

Also on March 6, 2003, came even more momentous news: Bobby Gilliam, after slightly less than three years as Mooseheart's Executive Director, was going back to Waco, Texas—to take the top job he had long sought at the place he'd worked for 24 years, Methodist Children's

When the school building was erected in 1954, it was constructed without a gymnasium, a lunchroom or a band room -- or, really, any place where the entire student body could gather. So, even in the coldest of winter weather, students had to walk to the Illinois Gym for P.E. classes, to their homes for lunch, and to Roosevelt Auditorium for band rehearsals -- making for a not-very-efficient school-day schedule. So in 2000-2001, Mooseheart built a 12,000-sq.-ft. addition connecting the High School/Middle School and Elementary wings on the east -- consisting of the Kay Cancie Gymnasium (funded by the Women of the Moose in honor of the late WOTM Grand Chancellor), the Florida-Bermuda Lunchroom (funded by that Moose Association) and a new Band Room, funded by the Pilgrims and Fellows of the Order.

The children now enjoy a facility connected to the school for lunch meals, band practice, and physical education classes.

Home.

Gilliam's successor as Mooseheart's Executive Director seems, with the hindsight of nearly ten years, obvious. But Scott Hart was just 33, and would be the youngest man to run the Mooseheart campus since Rodney Brandon had begun building the place at age 31 in 1913. Nonetheless, Hart was Director General Ross' primary recommendation to become the 14th

**Since the late 1920s, employees of Mooseheart and of the Supreme Lodge had lunched in a tiny cafeteria in the basement of the Campanile building. But in April 1998, staff, students and visiting members were welcomed into a much larger and brighter cafeteria and dining room in the newly opened Paul J. O'Hollaren Centre for Tomorrow. Paid for by the Membership Department solely from new-member application fees, the O'Hollaren Centre also has hosted campus and community banquets of all sorts, student dances, and business meetings of the Mooseheart Board of Directors and the Moose fraternity's Supreme Council. At right, Paul J. and Patricia O'Hollaren.**

man to lead Mooseheart in its 90 years—first on an "acting" basis; within three months that tag had been removed.

Not quite a decade later, now Past Director General Ross is asked with a smile if Scott Hart's hiring was the best decision during his seven-year tenure as the fraternity's CEO. The response is instant: "Oh, heavens yes."

# 2003-2013

## *Reaching a Milestone Under Full Stride*

**A hundred years ago, Mooseheart was a bumpy, dusty, sometimes muddy slog, three miles to the nearest residence or business in Batavia to the north, and more than that to downtown Aurora to the south. As the 2013 Centennial celebration approaches, suburban sprawl has come right up to the Child City's boundaries. For its entire first century, Mooseheart remained entirely in neither community -- in unincorporated Kane County, with the mailing address of Mooseheart, IL 60539. After many months of discussion, the Batavia City Council in late 2011 approved the annexation of more than 500 acres of Mooseheart property currently under crops and pasture - allowing for the possible future commercial development of it. But though roughly 200 acres were sold south of Mooseheart Road in 1999, Moose officials remained determined that the remaining 1,000 acres would remain entirely under Moose ownership for perpetuity; that the Moose would serve as developers of its own property - to the extent they determine that development can financially enable them to keep on caring for children in need on the Mooseheart campus for another century (and more) to come.**

**Scott Dean Hart came to Mooseheart** at the age of 22 in fall 1991, fresh out of Illinois State University with a bachelor's degree in, of all things, criminal justice!

Several hundred young people, and counting, can well feel fortunate that Hart couldn't immediately get hired as a police officer. (He has since added a master's degree in human-services administration.)

A native of the small central-Illinois hamlet of Henry, just north of Peoria, Hart and his new wife Christie (herself freshly graduated from the University of Illinois) were installed as houseparents (as they were then called) in a Mooseheart home. But within just a few months, he was appointed a boys' dean. Relatively new Mooseheart Superintendent Carmen Freda immediately saw in Hart a keen intellect, an unfailingly upbeat attitude, a sterling work ethic, an ability to bring out the best in everyone around him, and a knack for somehow making difficult, stressful situations look easy.

And, perhaps by way of explanation, an abiding, bountiful faith in his Lord. Scott Hart is a thoroughly devout Christian, and a rock-solid husband and father of six—all of whom

***Scott Hart***
***Executive Director***
***2003-Present***

As Mooseheart's tenth decade began in 2003, Scott D. Hart (right) was chosen to serve as Executive Director. At 33, Hart became the youngest man to lead the campus since Rodney Brandon. However, Hart and his wife Christie, were already 12-year veterans of the Mooseheart staff, having begun at 22 as in-home caregivers shortly after college graduation. Hart brought an outgoing, upbeat demeanor and a firm religious faith to his new duties. One of his first major decisions in summer 2003 was to hire another young man also with a solid Mooseheart legacy—Gary Urwiler (left), a 1987 graduate of Mooseheart, serves as Superintendent of Education and Principal of Mooseheart School.

From the start of his tenure as Executive Director, Scott Hart aggressively and enthusiastically sought to dispel any sense of mystery about Mooseheart and its mission, and to shine the brightest possible media spotlight on the campus and its work. At near right, he welcomed reporter Ana Belaval of Chicago's WGN Channel 9 at Thanksgiving in 2006.

have been raised on the Mooseheart campus, and the oldest of whom, Jonathon, started at quarterback for the Red Ramblers in fall 2011 and will graduate with the Centennial Class of 2013.

Hart is utterly unafraid of shining the light of publicity on the campus he runs and loves. He is more media-savvy and more at ease with media interaction than any of his predecessors. He has given dozens of live interviews to several Chicago television-news operations, both to crews visiting Mooseheart and in visits to Chicago TV with Mooseheart musical ensembles,

Hart and Urwiler welcomed a reporter and photographer from the Chicago Tribune to be on campus virtually every day for three months during the fall of 2007. The result was a huge and highly positive front-page series centering on the Mooseheart football program. In between, there were numerous upbeat features in Chicago media focusing on Mooseheart students such as Andy Greenaway and others.

Chicago Tribune

Thursday

U.S. to study toys for lead

TRIBUNE UPDATE: Prompted by paper's findings, safety agency testing 21 products, may seek recalls

New boss turns the tables on Al Qaeda

Ex-Sunni insurgent becomes U.S. ally

Weather kind to holiday travelers

TRIBUNE SPECIAL REPORT THE UNDERDOGS

Chasing glory, pursued by past

They have the tradition. They have the talent. But does the football team at Mooseheart, a refuge for kids in need, have the guts to make the playoffs?

THE RELUCTANT LEADER

THE DRIVEN REFUGEE

THE QUIET SENIOR

THE STRUGGLING FRESHMAN

THE INTENSE LINEMAN

SALE

76 morning specials Friday, 6am–1pm

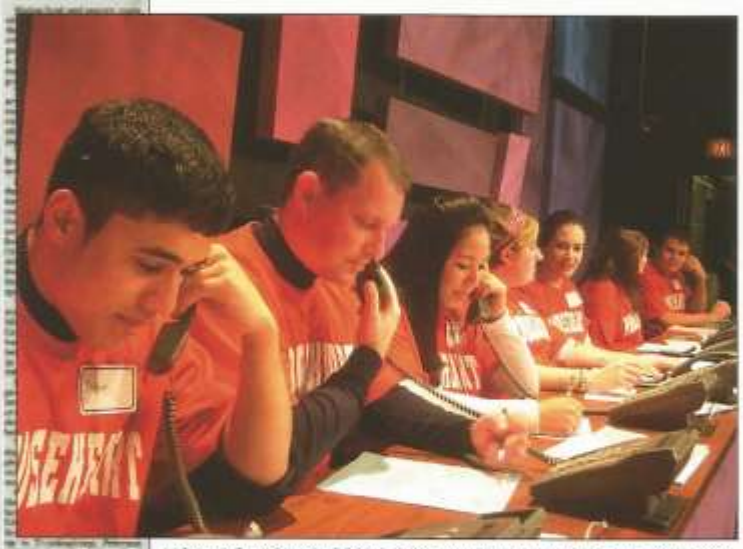
Look for our insert in most of today's papers.

★macy's

SPORTS

HIGH SCHOOLS

Mooseheart's model student


(Above) In winter of 2006, Hart went on camera with Mooseheart High School students to help during a PBS pledge drive at WTTW Channel 11 in Chicago.

and has taken groups of students on-camera to work public-television pledge drives. He gladly let People Magazine take a five-page look at the campus in 2005—and in 2007, invited a Chicago Tribune reporter and photographer for three months of nearly unfettered access to students and events. The result was a highly positive, hugely prominent, three-part, front-page Tribune series on Mooseheart's football team. In 2008 he invited offbeat cable-TV star "Dog the Bounty Hunter" to host a concert at Mooseheart Fieldhouse—raising $30,000 in one night.

From 1989-2011, the Moose fraternity has enabled scores of teenagers to experience an unforgettable summer—one of learning about the beauty of nature, about hard work and about themselves—with the Youth Conservation Corps at Yellowstone National Park. Genie Bostrom (right), Mooseheart Class of 2001, participated in this program in 1998 and later became the Director of the YCC program.

Darell Hammond, of Mooseheart's Class of 1989, is founder and CEO of KaBOOM!, a Washington DC-based national nonprofit colossus that as of 2012 had constructed more than 2,000 playgrounds worldwide while raising more than $200 million. When in May 2011 he visited his former home to speak to current students, he was accompanied by a camera crew from NBC's Today Show, which ran a four-minute profile of Hammond, his work, and his upbringing at Mooseheart.

And in May 2011, a return-home visit to campus by one of Mooseheart's most prominent alumni—Darell Hammond of the Class of 1989, founder and CEO of the worldwide playground-building nonprofit, KaBOOM!—was the topic of a nationally televised feature on NBC's Today Show.

One of Hart's first personnel decisions in mid-2003 was his most prominent, and arguably most inspired: to persuade his friend and former colleague, Gary Urwiler, of Mooseheart's Class of 1987, to return to the campus as Superintendent of Education and Principal of Mooseheart School. Urwiler, who is the same age as Hart, had quarterbacked the Red Ramblers to postseason playoff appearances in 1985 and '86. After earning a bachelor's degree

**Despite decreased enrollments, and despite the fact that many students who come to him have never before picked up any instrument -- from 1990 through 2012 and beyond, Mooseheart Band Director Steve Schmidt has created musical magic with Mooseheart's students. In March 2011, Schmidt's two decades of tireless work at Mooseheart earned him one of just five Mr. Holland's Opus Foundation awards for that year -- presented to him at New York's Carnegie Hall by famed classical and jazz trumpeter Wynton Marsalis.**

in education from Eureka College (where he led the nation in Division III passing as a senior), Urwiler first went to work as a teacher and coach in the West Aurora (IL) school district—then came to his alma mater as head football coach and athletic director in 1995 at age 26. He first coached the Ramblers to a playoff appearance in 1996. Wanting ultimately to go into school administration, Urwiler returned to West Aurora in 2000. But in '03, Hart made him a better offer. In addition to running Mooseheart School, Urwiler returned to the sideline as head football coach in 2004. In 2011, he led the Ramblers to a 10-1 record and the first

**As with many changes to the Mooseheart program under Hart, a 2008 economizing move to eliminate the campus's decades-old Central Kitchen facility has been turned into a positive. Each of the two-dozen campus homes was provided with a food-shopping budget – just like a conventional family – and the Family Teachers got all but the youngest students involved in family grocery shopping, meal planning and preparation. Not only does it save the Moose fraternity many thousands of dollars annually, but the students and in-home caregivers are happier with their meals, and eat healthier.**

postseason playoff victory since he had played a quarter-century before.

In the charismatic and talented Urwiler, Hart knew he had, among many other things, a man in charge of the school to whom no student could ever say, "You don't know what it's like to be a student here"—because in the '80s Urwiler spent six years as exactly that.

In the late 1990s, Mooseheart had had to seek help in restructuring its program from Boys Town—but less than five years later under Hart, Mooseheart staffers have repeatedly traveled to children's homes in eastern Europe, Africa and elsewhere to teach the now customized

**After nearly a decade-long drought, since 2007 Mooseheart has become a perennial contender for postseason football playoff competition. At top center, in 2011 the Red Ramblers barreled through an unbeaten regular season. The Ramblers are competitive also in boys' and girls' basketball and in girls' volleyball as well. And in 2011, sophomore Oumaru Abdulahi won the Illinois state championship in the high jump with a leap of 6'8"-- the first track state title for Mooseheart since Frank Ballinger won the mile run two years in a row in the late 1950s.**

Mooseheart Model of Care.

In 2005, the Mooseheart Board of Directors made the difficult decision to tear down 86-year-old Roosevelt Auditorium, which had also housed most campus administrative offices, and the long-closed clothing stores and candy store. The 50,000-sq.-ft. building was more than half-empty and very expensive to heat and cool. Hart's offices moved that spring into the former Health Center building, which had become outmoded for that use when a new clinic had been built on Mooseheart Road in 1999.

**Thanks to $3 million in funds from the Ohio State Moose Association, Mooseheart in 2010 underwent a full refurbishment of its 70-year-old football and track stadium -- including a state-of-the-art FieldTurf artificial football/soccer field -- and big upgrades to the 47-year-old Fieldhouse as well--including new flooring, new locker facilities and new bleachers. Upon full fundraising completion, the facility is to be named by the Ohio State Moose Association.**

Moving the administrative offices to the former Health Clinic building yielded an unlooked-for daily inspiration for Hart and his staff. When this building was constructed in 1974, a very special piece of the original Hospital Building was incorporated into the foyer - that being a beautiful stained-glass window depicting Jesus with children and the inscription "Suffer little children to come unto me". This beautiful piece of history serves as a constant reminder of Mooseheart's mission.

In a program begun during the brief 1998-1999 tenure of Dr. David Coughlin as Executive Director, during its tenth decade, Mooseheart has finally achieved the goal of having a large passenger van donated (by various state/provincial Moose Associations) and assigned to each campus home, so that each home's "family" can run errands and go on outings just like any conventional family.

The Mooseheart fleet of vehicles are maintained through the auspices of the campus's newest vocational program, Automotive Mechanics. Here, Dawn Thomas of the Class of 2011 undertakes an oil change. The other vocational programs as of 2012 include Commercial Music, Cosmetology, Computer Education, Business Education, Family and Consumer Science, Health Occupations and Co-op.

For similar reasons of cost-inefficiency or incompatibility with current programs, the original 1919 Hospital structure and nearby "State Row" residences were also razed during the 21st century's first decade. However, several structures have received significant renovations and upgrades: the House of God for its 50th birthday in 2000, Kentucky and Arkansas homes, Loyalty Hall (now housing Residential Living offices), the School's roof and exterior, the newly named Georgia Residence (originally East Legion Hall in 1917), and the Fieldhouse/Stadium foyer.

For roughly the last dozen years, largely under the encouragement of Protestant Chaplain Thomas Riemenschneider (below), students of all ages have been urged and led to get involved in humanitarian service projects to help people less fortunate, whether five miles away from Mooseheart or half a world away. There have been projects to organize care-packages for overseas military personnel; to send clothes to children in Third-World nations—and involvement in "Locks of Love," in which young people can have roughly a foot of hair cut off and donated for the creation of high-quality wigs for children who have lost their hair through cancer chemotherapy or the onset of alopecia or other diseases. Here in 2009, Alison Fetick looked at the to-be-donated portion of her hair, while Princess Gbane arranged Alison's remaining locks.

In 2010, the Ohio State Moose Association funded an extensive $3 million renovation of the Fieldhouse and Stadium—including the construction of third and fourth locker rooms for tournament use, new bleachers both inside and outside, and a state-of-the-art FieldTurf football/soccer surface.

In 2008, the campus' Central Kitchen was closed for financial reasons after 40 years. But characteristically, Hart and his staff made an unadulterated positive out of the move: He guided training of Family Teachers in budgeting for grocery shopping for their own individual households—and encouraged them get students involved in menu planning and smart grocery shopping. Through this and numerous other intelligent economies, Mooseheart's annual operating budget has shrunk from $20 million in 2008 to $16 million in 2012.

The "Transitional Living" program for new Mooseheart graduates not quite ready to live independently in the adult world started before Hart became executive director, but he has expanded it. For decades, taking somewhat a "pushing the robin out of the nest" approach, Mooseheart required its new graduates to be off-campus permanently by 6 p.m. on Commencement Day. Now, each high-school senior is closely evaluated to see if he or she is truly ready to live as an adult. If not, they're eligible to remain in an apartment on campus for up to two years—as long as they're working, paying their own insurance and other bills, and otherwise demonstrating that they're building the skills necessary to live independently.

**The Naval Junior ROTC program continues its strong tradition at Mooseheart as the Centennial approaches. (Above) In 2012, U-Conjay Nelson was sworn in as the Company Commander.**

Under Hart's leadership the Mooseheart Sunshine Child program continues in full force. Begun in the late 1940s, Moose Lodges/Chapters figuratively "adopt" specific, newly admitted children to bring extra "sunshine" into their lives. The members of that Lodge or Chapter typically send their Sunshine Child cards and letters on holidays and birthdays along with occasional presents, and visit them at Mooseheart as they can. For more than 60 years the relationship with a Sunshine Lodge or Chapter has consistently been a highlight of life for every Mooseheart student. Predictably, the Moose members enjoy the relationship at least as much.

In the last few years of Mooseheart's first century, at the direction of both Hart and Director General William B. Airey (appointed the Moose fraternity's CEO in 2006), the campus has sought increasing local exposure and community involvement for the Child City. In 2011, in partnership with a consortium of local churches that provide funding as "Maternity Homes of the Fox Valley," the previously vacant South Carolina Home was been refurbished to offer a temporary home (with Mooseheart supervision) to up to five unwed pregnant teen girls at a time. They attend Mooseheart High School, and the Visiting Nurse Association of the Fox Valley offers counseling. Girls may stay in this home for up to 10 weeks after giving birth.

More lightheartedly, there have been two increasingly successful public Easter Egg Hunts in 2011 and '12. In the Christmas seasons of 2010 and '11, the campus has been open every night between Thanksgiving and New Year's for Holiday Lights at Mooseheart, a fanciful two-mile light-display conducted as a fundraiser.

Two major annual public-outreach events were begun in 2010: an annual August hosting of the Carson & Barnes Circus, in a Big Top tent set up on the south central edge of the campus (near where the Ringling Brothers tent had been pitched in July 1913!), and the Holiday Lights at Mooseheart, in which thousands of motorists from throughout the Chicago area came and enjoyed a two-mile course of more than 80 Christmas-light displays for a $10 donation.

And, in 2010 there was the first of at least four late-summer visits of the Carson & Barnes Circus—America's last and largest "big-top-tent" circus—to the south-central portion of the campus, very near to where the Ringling Bros. Big Top was set up on July 27, 1913…..

You guessed it. Plans are in place for Mooseheart Child City and School to take it all the way back to the beginning, on July 27, 2013, to celebrate and commemorate the dedication ceremony of exactly one hundred years before.

And then, the next day, Scott Hart, his staff, and about 230 or so children will, happily, begin a second Century of Giving!

# 2013 -

## *Looking Forward with Confidence*

**The Mooseheart dedication ceremony on July 27, 1913** was a stiflingly hot day, even under the large circus tent rented for the day's events, and the keynote speaker that day was as pessimistic about the concept as he was unimpressed with the condition of the property. In all likelihood, the commemoration of the 1913 Dedication Ceremony planned for July 27, 2013 will also be a very hot day, under a similar large circus tent. However, we are confident that the keynote speaker for the 2013 ceremony will not only be optimistic about the future of Mooseheart, but also very impressed with condition of current campus.

One hundred years, twelve thousand lives - those are impressive numbers. On this momentous and historic occasion, the men and women of the Moose can look back with pride on the unique and magnificent City that they built from scratch, through the sweat and tears of the industrial movement. Through the animosity and wide spread doubt. What was built has endured and persevered. The positive impact that they have had on the children entrusted into their care throughout the past century, was profound. Rest assured, our Members can look forward with confidence that Mooseheart will continue to be "the place where the Moose

**The capstone of any student's life at Mooseheart is the Commencement ceremony. This is the day that the senior class leaves campus and say goodbye to their Mooseheart family. But they remain a family.**

fraternity will collectively pour out its heart, its devotion, and sustenance, to the children in need".

Throughout the past 100 years, the world has changed drastically, beyond anything the founders of Mooseheart, or anyone at that time, could ever have imagined. However, Mooseheart has been able to stand the test of time and remain relevant in a constantly changing world due mainly to: the power of ideas and hard work; adherence to its founding principles (the chief one being: Every child is entitled to a high school education, and a trade); and the wonderful people who continue to support this worthy endeavor - the Moose fraternity.

We know change is inevitable and, as responsible stewards, we need to be proactive to survive. However, if we adhere to our vision and mission, Mooseheart will undoubtedly celebrate a bicentennial on July 27, 2113.

Mooseheart's Centennial Celebration will be a year-long celebration, and will include several symbolic projects and many exciting events on campus. Centennial projects include this commemorative book, the rehabilitation and relocation of the Mooseheart Cornerstone to a more visible location; the relocation and incorporation of the iconic James J. Davis statue into a new decorative structure where Hope Fountain is currently located, and the construction of a durable Mooseheart parade float. We expect that all of the traditional annual campus events (such as the Easter Egg Hunt, Blessing of the Bikes, Commencement, Independence Day, Association Days, Homecoming, Founder's Day, Tree Lighting, and Holiday Lights) will be "super sized" in celebration of the Centennial.

# 2011-2012

## Mooseheart Board of Directors

*Thomas C. Hatcher PSG, Chairman*
*East Hartford, CT Lodge 1477*

*William B. Airey PSG, Director General*
*Whitehall, OH Lodge 1245*

*Wesley I. Crowder, Supreme Governor*
*Bedford, VA Lodge 1897*

*Bruce T. Masopust*
*Lodi, NJ Lodge 1971*

*Mark J.K. Penzkover*
*(Mooseheart Class of 1984)*
*Muskego, WI Lodge 1057*

*Sandra E. Richards*
*Meridian, MS Chapter 1441*

*Elliott B. Chaffee*
*Hornell, NY Lodge 210*

*Verna M. Miller*
*Lake Havasu City, AZ Chapter 1608*

*James W. Pizarek*
*Michigan City, IN Lodge 980*